

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.9442
73R11A
Cop. 3



Radio Round-up

on food...

A Service for Directors
of Women's Radio Programs

Atlanta, Georgia
April 2, 1943 - No. 7

LIBRARY
CURRENT
DOT-2 1943
U.S. DEPARTMENT OF AGRICULTURE

How do YOU Feel About the Food Situation?

Do you believe your neighbors have hoarded food? Do you believe they'll get around food rationing? Do you feel you're not being allowed enough food under rationing? Those are questions asked a representative group of American housewives in a recent survey. It was found that a considerable proportion of them do believe these things, and if that is true, it seems logical to assume that these people are likely prospects for black markets.

You broadcasters can give important information as to what black markets are, and this knowledge may play a big part in the campaign to stamp them out. Here are some facts which you may like to use in your broadcasts:

Black Markets are not confined to meat alone; meat is the most vicious, but the neighborhood grocer as well as the butcher is running a black market if he violates rationing rules.

Black Markets are not dirty little stores tucked away in side streets; the grocer who gives an extra can of fruit juice, or an extra quarter-pound of butter is running a black market.

The retailer who operates entirely within the law is likely to hear nothing but complaints. Any food retailer is under constant pressure from his customers to operate illegally. Make food-shoppers realize that they must not ask favors. Prejudice the public in favor of the man who lives up to the regulations.

These new saboteurs, the Black Marketeers, have expanded their operations as our shortages have grown. Tell your listeners that sometimes, indeed, the growing stocks in the Black Markets have caused the shortages.

US Department of Agriculture
Food Distribution Administration

Black Markets exist before our very eyes. Everyone should realize this, and should be taught to recognize them.

The New Point Values

The announcement of new point values on some processed foods contained good news for many people. The removal of all dried and dehydrated fruits and of apple juice from the ration list should be a real help to the homemaker. So should be the reduction in point values of fruit and vegetable juices and dehydrated soups.

Prunes are a popular breakfast fruit, as well as a dessert, and they may now appear more frequently at all meals. Raisins are a nutritious and delicious addition to many favorite recipes, and the homemaker will be glad to have them back on the list of unrationed fruits. Apple juice is a refreshing drink, and a fine addition to the shelf of emergency foods, since it can take the place of the morning orange or grapefruit juice on occasion. Fruit and vegetable juices were lowered all along the line, and this will help the family which likes a glass of one or the other as a dinner appetizer.

The point value of dried and dehydrated soups has been reduced exactly one-half, and this is good news to the busy homemaker, who has found these soups a welcome short-cut in meal planning.

The items which have been given higher point values for April were those which sold in March at a rate faster than the supply situation could support under rationing. In the main, the values originally established worked out successfully, OPA states, and the changes which have been made are intended to iron out the inequalities that were shown to be present. The flexibility which is one of the chief recommendations of the point system of rationing, will be employed in the future as often as necessary to keep consumer demand in step with the supply situation.

A Break for the Civilian Consumer

Here's good news...USDA has announced that the Food Distribution Administration will soon release more than two million cases of canned fruits and vegetables to augment civilian supplies. This means about 48 million cans of ordinary size, which will increase the number of cans each of us will get by about three. These stocks, most of them purchased from the 1941 pack, have been held to meet emergency war needs. The main items on the list of released foods are canned tomatoes, pears, plums, apples and peaches, with smaller quantities of other foods. The plan under which they will be resold into commercial channels will be announced soon.

At the same time the transfer of about 12 million cases (288 million cans) of canned fruits, vegetables, and juices, principally corn and peas, from the Army to FDA was announced. These supplies will be held for release later, in meeting any emergency food situations, either for civilian use or for the armed forces.

Kosher Meat Point Values

A list of the point values of Kosher meats, containing 76 different items, will be found in all Kosher meat stores, according to a recent OPA announcement. The difference between the standard table of consumer point values and the Kosher table represents differences in meat cuts.

There are five main classifications...beef, veal, lamb, sausage and ready-to-eat meats, including variety meats. Values range from 1 to 9 points per pound. Of the 78 items listed, only two have a point value of 9 points...dry sausage (such as Salami), and boneless shoulder veal or clod. Slightly more than one-fifth of the items on this list have a 6 point value. Approximately another one-fifth consists of 7 point and 8 point items combined.

Ready-to-eat meats are represented on the Kosher list by corned beef and tongues, at 8 points each, and pastrami at 7 points. According to the instructions on this list, the point value of any other ready-to-eat meat shall be determined by adding 2 points per pound to the point value of the uncooked meat from which it is prepared; if the meat is both cooked and sliced, 3 points per pound shall be added.

What's In A Name?

Don't say "meatlogger"! That's the request of the manager of the Campaign Against Black Markets. He points out that this name for the dealer in illegal meat has too close a connection with the name "bootlegger" applied to the dealer in illegal liquor, during prohibition days. To many, the bootlegger was a friend...the man who helped him to get the liquor he wanted. We don't want anybody to feel that the man who handles illegal meat is a good man to know...because he's no friend of anybody. If the bootleg liquor was no good and made a man sick, the rest of the family was not badly affected. If the meat bought in a black market is bad, however, the whole family will be affected. Even if the meat is good, but is priced exorbitantly, the higher cost of meat sold in this way will mean that many families cannot get the meat they need.

You radio people can do a lot to help in the fight against black markets by eliminating the word associated with bootleggers.

Plans for Preserving

Tell your listeners that the home canning situation looks more favorable than it did a while ago...WPB is making every effort to assure plenty of glass jars, rubber rings and covers to seal those jars, and a doubled supply of pressure cookers, which are needed to process such non-acid vegetables as beans and corn. A recent order released enough metal to permit manufacture of more than 3 billion new lids. It's estimated that more than 2 million old covers which can be used over are in consumers' hands already, and these will need only new jar rings.

As for the glass jars, there will be plenty. Most thrifty homemakers save jars anyway, and as many commercially packed foods are now appearing in glass instead of tin, there'll be more to save in 1943. At least 500 million jars expressly for home canning are expected to be produced this year, which is twice as many as we had in 1942.

Pressure cookers will be in great demand this year, and 150,000 are to be made...twice as many as last year. As you doubtless knew, direct war needs have taken the critical steel that goes into the manufacture of pressure cookers. The new ones, holding 7 one-quart jars, will be made according to the standard, pre-war design, so that new dies will not be necessary. A plan of distribution is being worked out by USDA and will be announced ahead of the time the cookers will be available. During the next few weeks, women who are intending to "put up" the product of their Victory Garden's might well make their plans for next summer's preserving.

Farm Plans for '43

In the words of Secretary Wickard, the March 19th report of the Crop Reporting Board on prospective plantings for 1943 "contains some of the most gratifying news the country has had in a long time." Mr. Wickard went on to say that the prospective increases over last year's record highs are a tribute to the determination of our farmers to see that they make the greatest possible contribution to victory.

The dinner table will benefit by many of the scheduled increases. Here are some of the figures:

Potatoes: The estimated increase in potato acreage for 1943 over 1942 is 13.6 percent.

Sweet Potatoes: Growers' intentions are to increase sweet potato acreage 14.8 percent over 1942.

Dry Beans: An even larger increase of this important crop is planned. The prospective acreage for 1943 is 16.2 percent above 1942, which is a sizable increase.

Dry Peas: The estimated increase for dry peas amounts to the considerable figure of 35.1 percent...1/3 more than in 1942.

Peanuts: The acreage planted in 1943 is expected to show an increase of 12.5 percent over the acreage planted last spring, not including that interplanted with other crops. It is the largest acreage of peanuts on record.

Smokers will be interested in the prospective planting of tobacco, the report indicates that 1.6 percent more of all types will be planted this spring than last year.

Increases are expected on several other important crops, such as corn, all spring wheat, flaxseed, all sorghums, and soybeans.

Defining Essential Workers in the Food Program

USDA and the War Manpower Commission have emphasized the importance of food in fighting the war by appealing to employees in the various phases of production and processing of foods to remain on their jobs. Many men and women have been leaving their work indiscriminately for other employment, and probably would be interested to know the types of activities necessary to the food program and specifically designated as essential by the WMC: all phases of farming; food processing; production of agricultural equipment; production of materials for packing and shipping products; production of chemicals and related products, including fertilizers, insecticides and animal and vegetable fats and oils; warehousing and storage of essential and perishable commodities, agricultural services such as hatcheries, seed processing, farm repair and maintenance, and farm product assembly services.

WMC has pointed out that these various activities "all are necessary in the food production chain, and workers engaged therein are contributing to the war effort."

Nutrition Notes

As we told you in last week's RADIO ROUND-UP, the Nutrition Division of the Office of Defense Health and Welfare Services is now a part of FDA, and we're glad to pass on to you some suggestions the Division made recently about wartime meal planning.

They say that when you cannot get the food you want, you can get the food you need if you know your alternates. With meat and most kinds of cheese on the ration list, it pays to know the alternate sources of protein on the "off-the-ration" list. These are: chicken, fish, eggs, cottage cheese and other unrationed cheeses, peanuts and peanut butter. None of these is a substitute for meat, but they all have protein value, as well as vitamins and minerals for health and stamina. There are many ways of preparing them to add interest to the daily diet, and their use makes it possible to send more meat overseas to the United Nations' fighting forces. (You broadcasters can help by suggesting balanced menus and interesting recipes. Wartime menus for one week, suggested by the Nutrition Division, are attached.)

Other alternates for meat that are on the ration list, but take fewer stamps than beef, pork, or lamb, are the dried peas, beans and lentils. Soybeans are an excellent source of protein, and may be served in various ways. Both soybeans and peanuts are now made into flour which can be combined with white enriched flour for making bread, biscuit, or rolls. The proportions are 1/3 soybean or peanut flour and 2/3 white enriched flour.

Eggs are one of the few foods that provide the sunshine Vitamin D along with one of the B vitamins, riboflavin. Milk has the advantage of being both a food and a beverage. Cereals are being used as meat extenders in sausage and in meat loaves. All white bread is now enriched, so both whole grain and white bread provide proteins as well as some vitamins, minerals and calories.

Before food was called upon to win the war, and when we could eat just about what we wanted, surveys showed that the majority of us chose meals that were not providing all we really needed for health protection. So, instead of worrying about not getting favorite foods under wartime rationing, we might better learn the values of new foods, and develop new food habits.

Nutrition in industry is just as important as nutrition in the home, especially since more homemakers are going into industry every day. The Nutrition in Industry Section of the Nutrition Division has an interesting program under way which aims to encourage adequate plant and community feeding, as well as nutrition education for workers and their families. In-plant advisory services are provided by the Technical Advisory Staff in Washington, and by assistant regional nutrition representatives. A new pamphlet is now in preparation which outlines the wartime Nutrition in Industry phase of the National Nutrition Program, and ways in which Government industry, labor and State and Community nutrition committees can be of service in maintaining the health and efficiency of war workers. This will be distributed to regional nutrition representatives, nutrition committees, plant executives, cafeteria directors and dietitians, public health and industrial hygiene officers, industrial physicians, and other interested persons or groups upon request.

Following are some wartime menus, designed to give your listeners the right nutritional values, along with a balanced diet and an appetizing variety:

SUNDAY

Breakfast

Fresh or Stewed Fruit
Whole grain cereal
Toast and eggs
Milk or Coffee

Packed Lunch or Supper

2 Peanut butter and chopped
apple sandwiches*
Chopped cabbage salad
Milk

Dinner

Roast chicken, potatoes,
turnips, fresh green
salad, bread and butter*
Cornstarch pudding,
Beverage--milk for children

MONDAY

Fresh grapefruit
Oatmeal
Toast
Milk or coffee

2 chicken sandwiches*
Carrot strips
Cornstarch pudding
Milk

Creamed cod fish, Baked
potato, Turnip greens,
Bread and butter, Apple
pie, Beverage--milk for
children.

TUESDAY

Fresh orange juice
Whole grain cereal
Toast
Milk or coffee

2 codfish salad sandwiches*
Turnip strips
Fruit
Cocoa

Cereal meat loaf, Boiled
potatoes, String beans,
Bread pudding, Beverage--
milk for children

WEDNESDAY

Fresh grapefruit
Oatmeal
Toast
Milk or coffee

Creamed onion soup
2 Cereal meat loaf sandwiches*
Fruit
Beverage

Braised liver, Scalloped
potatoes, Cole slaw,
Bread and butter*
Gingerbread, Beverage--
milk for children

THURSDAY

Fresh or stewed fruit
Whole grain cereal
Toast
Milk or coffee

2 chopped liver sandwiches*
Cole Slaw
Gingerbread
Milk

Vegetable and Meat stew
Raw green vegetable salad
Bread and butter*
Custard pie
Beverage--milk for children

FRIDAY

Fresh oranges
Whole grain cereal
Toast
Milk or coffee

Mixed raw vegetable salad
Peanut butter & cottage
cheese sandwiches
Fruit salad

Boiled haddock--milk gravy
Baked potatoes
Fresh broccoli, cookies
Beverage--milk for children

SATURDAY

Fresh or stewed fruit
Oatmeal
Toast
Milk or coffee

2 egg salad sandwiches*
Carrot strips
Cookies
Fruit
Milk

Baked beans, Fresh Green
salad, Bread and butter*
Rice pudding, Beverage--
milk for children

*All bread should be whole grain or enriched white bread, spread with butter
or fortified margarine.

SOME OPTIMISTIC NOTES.

The food picture, in spite of the pessimists, shows a steadily improved condition. Following are a few items that should make any of your jittery listeners feel better:

Should be More Meat Available

If you've noticed -- or find in another few days -- that your local meat markets have plenty of meat to cover rationing needs, it is due to suspension of set-aside orders to the large packers for two weeks. Officials believe that with the removal of these restrictions, the butcher shops in practically every community will be able to get enough meat to cover rationing requirements. You may not always be able to get exactly the kind and cut of meat you want, but it is hoped that from now on there will be no more communities or even stores entirely out of meat. After April 10, the large slaughterers will resume setting aside the portions of their production needed by the Government, but by then the situation should be well under control.

More Canned Fish for Civilians!

The amount of canned fish available to civilians from the 1943 pack should be somewhat larger than from last year's pack, since Government requirements are being adjusted to secure a more equitable distribution between government and civilian needs. Government requirements for canned salmon, pilchards, mackerel, and Atlantic sea herring were reduced to 55 percent of a canner's pack for the period April 1, 1943 through February 29, 1944, compared with 60 percent for salmon in previous months, and 80 percent for pilchards, mackerel, and Atlantic sea herring. Pounds of 1943 canned fish available to consumers under the order are estimated as: salmon, 130 million; pilchards, 80 million; Atlantic sea herring, including sardines, 29 million; tuna, bonito and yellow-tail, 21 million; shrimp, 6 million, and smaller quantities of other varieties.

Enough Dry Beans and Peas.

Civilian per capita consumption of dry peas will be about 8 pounds, or 90 percent of average consumption, during the 1942-43 marketing season, the USDA now figures on the basis of supplies and Government needs. About 1 pound of dry peas, or about 75 percent of average consumption, will be available. For dry beans, this means approximately one pound more per capita than was indicated when beans and peas were put on the ration list, or an increase of about 12 percent. Imports made this increase possible.

Prunes and Raisins Released.

Thirty-one tons of dried prunes and raisins have been released for civilian consumption. That's 62 million pounds, or half a pound apiece, and is a considerable addition to our stocks. These supplies had been reserved in West Coast packers' hands under a food distribution order which provided for their release to civilians if not needed for war.

Of Course We're Eating More! -- Here are a couple of figures: In the ten years, 1923 to 1933 the food production index averaged 97. In the ten years just ended, it averaged 105.1. We ate a heftier fare in 1941 and 1942 -- 8 percent more than in the boom years 1928 and 1929. Per capita consumption of agricultural products in 1938-42 was the largest of any five year period on record.

White House Easter Egg Rolling...Out For the Duration!

The merry click of colliding Easter eggs and the occasional wail of the temporarily misplaced youngster in the White House grounds will be missing from the Washington scene on Easter Monday of 1943. The White House, setting an example for the Nation, has cancelled the traditional Easter egg-rolling down that gentle slope on the south lawn. USDA hopes this action will discourage the usual wide-spread sale of eggs for egg-rolling parties. Every egg wasted means a loss of valuable food. Department officials also pointed out that the sale of newly hatched chicks and ducklings as Easter gifts results in an annual loss or destruction of substantial quantities of potential food products. The baby chicks and ducks sold at Easter normally amount to several million, and these, if raised to maturity, would help provide much needed poultry meat to augment civilian food supplies. An explanation of these facts to your listeners should do much to make them understand the necessity for the sacrifice of this tradition for the duration.

A Nutrition School Help

Cooking schools (or, preferably "Nutrition Schools") are becoming increasingly important and interesting to women. A handbook, "Food Demonstrations in Wartime," has been compiled by twelve of the leading nutritionists of the country, with Miss Marjorie Heseltine of Washington as a coordinator. The Atlanta FDA office (Marketing Reports Division) has a limited supply of these handbooks which we will be glad to supply to you and to others who are interested in putting on demonstrations. The handbook covers the importance of food demonstrations, suggestions for organizing the program, what makes a good demonstration, examples of typical demonstrations, and recipes that may be used. It's a dandy booklet for the professional demonstrator or for groups such as Parent-Teachers that desire to stage a nutrition school.

Those School Lunch Programs

If any of your listeners are bothered about a recent announcement that the Government has stopped buying food for the School Lunch program, set their minds at rest. It is the procedure, rather than the ultimate result, which has been changed. Schools now receiving commodities from FDA will continue to receive them for the balance of this school year. The School Lunch program will be still going strong when the 1943-44 school year opens under a new type of plan, whereby sponsors purchase foods locally and are reimbursed by FDA. Contracts for the fall program should be negotiated with FDA soon. Communities which wish to sponsor Summer Feeding Programs, designed for institutions that care for children in the summer, such as schools, church and other recreational camps, day nurseries, etc., should contact their State FDA offices for contracts. For your convenience in advising listeners, Southern State offices are as follows:

Alabama: W. R. Sowell, FDA, 407 First Nat'l Bank Bldg., Montgomery
Florida: J. M. Williams, FDA, 204 Dyal Upchurch Bldg., Jacksonville
Georgia: T. W. Hughes, FDA, 175 Peachtree St., Atlanta
Kentucky: D. K. Young, FDA, 10 Morris Arcade Bldg., Frankfort
Mississippi: J. W. Bateman, FDA, Masonic Temple Bldg., Jackson
North Carolina: C. H. Moody, FDA, 912 Raleigh Bldg., Raleigh
South Carolina: R. E. Robb, FDA, Federal Land Bank Bldg., Columbia
Tennessee: Claybourne Ross, FDA, 402 Warner Bldg., Nashville
Virginia: C. T. Stowe, FDA, 203 N. Jefferson St., Richmond



Radio Round-up

on food...

A Service for Directors
of Women's Radio Programs

Atlanta, Georgia
April 10, 1943 - No. 8

Meat Ceilings All Around

Specific; cents-per-pound ceilings on beef, veal, lamb and mutton, effective April 15, have been announced by OPA. Added to the retail pork ceilings now in effect, this brings every important meat which appears on the American dinner table under price control. This new price action, together with meat rationing, should eliminate black markets in meat from the American scene.

This regulation establishes grade prices at the consumer level, and is the first to do so. Most meat in retail stores will not be marked with either the grade mark of USDA or with the OPA grade letter, and this will assure consumers of receiving the exact grade of meat for which they pay. Only on portions where the wholesale grade mark never has been placed, such as inside cuts, will the consumer fail to note a grade mark. In such instances, the shopper has protection if she notes the selling price and compares it with the grade prices on the official OPA price list.

Here are some of the statistics of the order. The country is divided into 12 pricing zones; there are 102 cuts of beef, veal, lamb and mutton, all of which will be standardized as to cutting and trimming; there are five officially established grades of beef and veal, four of lamb, and three of mutton. Here are the grade marks of the Department of Agriculture and of the OPA:

<u>COMMODITY</u>	<u>USDA GRADE</u>	<u>OPA GRADE</u>
Beef, veal and lamb	Choice	AA
Beef; veal and lamb	Good	A
Beef, veal and lamb	Commercial	B
Beef and veal	Utility	C
Lamb	Cull	C
Beef	Cutters and Cannors	D
Veal	Cull	D
Mutton	Choice and Good	S
Mutton	Commercial	M
Mutton	Utility	R

US Department of Agriculture
Food Distribution Administration

These grade standards are identical to those which have been used right along by USDA in grading meat at slaughtering plants. They were adopted by OPA in setting ceilings on wholesale cuts.

Consumers are likely to find the new ceilings on beef, veal, lamb and mutton less than those they've been paying recently. For example, throughout the southeast, the highest price on hamburger will be 33¢ a pound, compared with previous consumer prices ranging up to 40¢. Also, the ceilings will be of benefit to stores which had subnormal ceilings in March 1942. These stores will now be on an equal competitive basis with stores which either had high maximums, or had been violating their ceilings. Price, therefore, should no longer be a factor in preventing any locality from obtaining its share of the available supply of these four meats.

Sausage, canned meat and variety meats (including brains, liver, kidneys, tongues, and hearts) are exempt from the provisions of the regulation, though OPA plans later to set specific dollars-and-cents ceiling prices for these items also. They are, of course, covered by March 1942, ceilings under the General Maximum Price Regulation.

It should be remembered that the retailer may at any time charge less than these new ceiling prices, but in no instance more. The prices must be posted at each meat counter or store all over the country, and will enable every American housewife to know the top price which she may be charged for the meat for which she has to surrender her precious red stamps as well as her money.

The Basic Seven

Eat some food from each group of the Basic Seven every day...that's the advice of the Nutrition & Food Conservation Branch of FDA. Do you know the Basic Seven? Here they are:

- Group 1: Green and Yellow vegetables; some raw, some cooked, frozen or canned.
- Group 2: Oranges, tomatoes, grapefruit, raw cabbage or salad greens.
- Group 3: Potatoes and other vegetables and fruits...raw, dried, cooked, frozen or canned.
- Group 4: Milk and milk products...fluid, evaporated, dried milk or cheese.
- Group 5: Meat, poultry, fish or eggs...or dried beans, peas, nuts or peanut butter.
- Group 6: Bread, flour and cereals...natural whole grain, or enriched or restored.
- Group 7: Butter and fortified margarine, with added Vitamin A.

In addition to the Basic Seven, eat any other food you want. Be prepared to adapt your choice to wartime shortages, of course. A good general rule to follow is this:

If scarce in

Group 2
Group 4
Group 5 (meats)
Group 7

Use more from

Group 1, 3
Group 1, 5, 6
Group 4; 5 (beans)
Group 1, 4 (eggs)

Victory Gardeners Galore

Extension workers and seedsmen report that if present promises are borne out, the goal of 18 million home gardens this year will be exceeded by at least 10%. Requests for the Victory Garden bulletin are pouring in, and you broadcasters might mention once in a while that the bulletin can be obtained more quickly

from State Agricultural Colleges, and that both USDA and State agricultural agencies will appreciate it if everybody will be patient. It's a physical impossibility to answer all the requests within 24 hours, but every bulletin asked for will be sent out as soon as possible.

An Extra Pound of Protein Food Per Day

A flock of 15 Rhode Island Red hens and 50 baby chicks has been on display in the patio of the Department of Agriculture building in Washington recently, as the feature of an exhibit of backyard poultry raising. The poultry specialists of the Department say that this can be duplicated by any family under average conditions, and that this number of hens and young chicks, as they develop, will provide an estimated 372 pounds of eggs and dressed poultry meat, without reducing the size of the laying flock by a single hen. This means the addition of a pound of fresh protein foods daily to that which is available under meat rationing. This calculation assumes minor losses of about 5 birds among the baby chicks and laying flock. Superior stock will exceed the 372 pound total, especially in eggs, and even birds of only fair quality, kept by inexperienced persons, should yield at least two-thirds as much.

More Waste Fats Needed

The Salvage Division of WPB appeals for more waste fats from the kitchen...you might make this appeal a regular feature of your program. The report for January showed a collection of almost 6 million pounds, an increase of nearly 900,000 pounds over December 1942. Even this, however, fell far short of the monthly quota of over 16½ million pounds. Waste kitchen fats yield 10% glycerine, and glycerine is one of our most vital war needs. Every homemaker should get the maximum food value from kitchen fats, of course, particularly in view of butter and fat rationing, but a special effort should be made to turn over to the butcher every ounce of fat which is not needed for household use.

Point-less Prunes and Raisins

More raisins in cakes, cookies and desserts...more stewed prunes, prune whip, and other favorite prune dishes...that's what the temporary removal from the ration program of these two popular dried fruits means. FDA recently announced the release into commercial channels of more than 17½ thousand tons of raisins and nearly 13½ thousand tons of dried prunes. These had been held by packers under provisions of Food Distribution Order No. 16, reserving the entire 1942 production of these dried fruits, with provision for releases to civilians. There have been previous releases of approximately 113 thousand tons of raisins and 89 thousand tons of dried prunes.

That's Settled!

The argument as to whether potatoes are of the seed or table variety (for the purpose of pricing) seemed settled late this week when all potatoes were placed under table ceilings except those sold to the Commodity Credit Corporation; those sold to growers and dealers in growing areas when the order is accompanied by the approval of the county War Board in that area; or potatoes sold by one grower to another for planting in the same or an adjacent county. Also exempt from the order are cars delivered or in transit prior to April. In the exceptions noted, 75 cents can be added to the table ceiling, and the Army, Navy, Marine Corps, and Lend-Lease may pay 10 cents over table ceilings until May 1.

Vinegar, Honey, and Beer!

Your housewife listeners will find their glass-packed foods coming to them in standard sizes and shapes, as a result of a WPB order issued April 5. Some several thousand designs for glass containers have been reduced to about 90 -- and as a result, it will be possible to make about 860 million more containers with existing equipment! Affected are food products like catsup, vinegar, honey pickles, olives, syrups, and shortenings. Another part of the same order which may bring sadness to some people is that no more single-trip no-deposit beer bottles can be made for the civilian trade after April 15! But this won't affect those already in the hands of brewers.

Shopping by Points

The Bureau of Human Nutrition and Home Economics makes several suggestions about shopping under rationing, which we believe you will like to pass along to your listeners. They warn that a haphazard method of shopping is out for the duration of rationing if families are to be well-fed, and point out that every homemaker's responsibility to feed her family well has become a real patriotic duty. First, the table of ration points which every woman probably clipped from her newspaper should be kept handy in the kitchen. Second, a shopping list of both pounds and points should be prepared before going to the market. This list should be made flexible, by noting alternates of equal point value for second choice, in case the first choice isn't available.

An interesting survey was made last Spring, before rationing, of the eating customs of families at different income levels. This showed that the food now sold under red-stamp rationing would have amounted to 81 points weekly for the low-income city family of four, and 100 points weekly for the middle-income family. With only 64 points a week to spend, both these families will have to follow a far different purchasing pattern for meat, canned fish, cheese and fats this Spring. And as a matter of fact, the more money they have to spend for food the greater the necessary adjustment will probably have to be.

Butter at 8 points a pound will doubtless be reserved for spreading on bread...the other fats will prove satisfactory alternates for cooking or frying, and will save 3 points on every pound. As a flavoring for many things, salt pork at 4 points a pound will serve nicely for bacon at 8 points. The variety meats, high in nutritive value and low in points, will appear on the dinner table more frequently than they have in the past. Portions of meat might well be cut down in size, but the clever meal-planner will make them appear larger by extending them with bread, cereals, beans and other vegetables.

By choosing carefully, the Bureau feels that a family of four can get an average (perhaps more, though sometimes less) of 4 pounds of rationed fat, 2 pound of rationed cheese, and 6 or 7 pounds of rationed meat, including canned fish, with their 64 ration points. By adding poultry, fish eggs and soft cheeses, all unrationed, there needn't be any question about the adequacy of this diet with respect to meat and fats.

Here are four weekly shopping lists, figured by pounds and points, for a family of four. Two are fairly low in cost, and two a bit higher. These ideas may be of real help to some of your listeners in getting into the swing of shopping with a ration book.

Low-Cost Menus

<u>1st Week</u>	<u>Ration points</u>	<u>Suggested meat, fish and cheese dishes</u>
1 lb. 2 oz. round steak.....	9	1. Swiss steak and onions
1 lb. hamburger.....	5	2. Chili con carne
3 lb. beef heart.....	12	3-4. Braised stuffed heart (2 meals)
2 lb. pork liver.....	10	5. Heart and vegetable turnovers
1 lb. 8 oz. fresh fish.....	0	6-7. Stuffed pork liver loaf (2 meals)
1 lb. American cheese.....	8	8. Baked fish and vegetables
1 doz. eggs.....	0	9. Macaroni and cheese
1 lb. ocomargarine with Vitamin A added.....	5	10. Baked rice, tomatoes, and cheese
3 lbs. lard or other shortening.....	15	11. Onion soup and grated cheese
Total.....	64	

2nd Week

4 lb. neck of lamb (bone in)....	16	1-2. Lamb stew with dumplings (2 meals)
4 lb. pork spare ribs.....	16	3-4. Spare ribs and sauerkraut (2 meals)
2 lb. beef kidney.....	8	5-6. Kidney and vegetable pie (2 meals)
1 lb. cottage cheese.....	0	7. Baked cottage cheese and noodles
1 doz. eggs.....	0	8. Cottage cheese and spring vegetable salad.
1 lb. butter.....	8	
1 lb. salt pork.....	4	
1 qt. salad and cooking oil.....	12	
Total.....	64	

Moderate-Cost Menus

<u>1st Week</u>	<u>Ration points</u>	<u>Suggested meat, fish and cheese dishes</u>
5 lb. leg of lamb.....	30	1-2. Roast lamb with mint stuffing (2 meals)
1 lb. beef brains.....	3	3. Thick vegetable, lamb, and barley soup (roast lamb and bone)
5 lb. roasting chicken.....	0	4. Scrambled brains with eggs
1 lb. American cheese.....	8	5-6. Roast stuffed chicken (2 meals)
1 lb. butter.....	8	7. Noodle soup (chicken carcass)
3 lb. lard or other shortening.....	15	8. Cheese fondue
Total.....	64	9. Cheese and bean loaf

2nd Week

2 lb. boneless shoulder of veal. 16	16	1-2. Stuffed roast veal shoulder (2 meals)
1 lb. veal liver.....	8	3. Braised liver and onions
1 lb. scrapple.....	4	4. Fried scrapple
1 lb. club steak.....	8	5. Broiled steak and onions
3 lb. fresh fish.....	0	6. Flanked fish and vegetables
$\frac{1}{2}$ lb. cream cheese.....	0	7. Creamed flaked fish and eggs on toast
1 lb. butter.....	8	8. Fruit and cream cheese salad
1 lb. bacon, sliced.....	8	9. Cream cheese and chive sandwich
1 qt. salad or cooking oil.....	12	10. Scrambled eggs and bacon
Total.....	64	11. Broiled mushrooms and bacon

Waste Is Out For The Duration

While you're telling your homemakers about the ever-increasing limits of food supplies, you might dispel a little of their "war blues" by comparing their problems with those of many a European housewife. For instance,...let's look at a day's menus for an average Greek household. One Athens man may get herbs and tea and a slice of dry bread for breakfast. For lunch a typical meal includes weeds from the garden, cooked in a few drops of oil...if it can be had...and a dinner might be vegetable soup, thickened with a teaspoonful of wheat flour and a fig or a couple of olives. Meat, at least any kind we consider edible, is an impossible-to-get luxury. Or, take France. The National Planning Association tells us that although 1250 calories are needed each day to properly nourish a man lying in bed, the average Frenchman's allowance under German rule is less than 1200 calories -- literally a starvation diet!

Here's the angle for American housewives. Our greatest difficulty isn't altogether a shortage of food...it's partly the inefficient use of food on the part of the average household, once it's produced. We've been accustomed to food in lavish abundance...surpluses and luxury foods. Left-overs are still too often something to throw in the garbage pail. Thrifty housewives can learn a few golden rules that will be helpful even after the war if they plan today's menus wisely.

First, there's the matter of waste in peelings from vegetables. Much of the food value in most vegetables lies close beneath the skin and is lost if they're pared too thickly. Then a good part of the food value is cooked out of the vegetables. Best way of preparing all of them is to cook as quickly as possible. The liquid that's left after they've been cooked contains valuable minerals and vitamins...so don't waste it. Use it for gravies, sauces, and so on. If you have left-overs, don't let them spoil in your refrigerator. Use them in hash, meat loaves, combination vegetable dishes. Lots of recipes are being developed to help disguise left-overs. Ingenious housewives will discover delicious dishes made from food once thrown away because "we had that last night...don't want it again today."

It's a good time to remember, too, the advice of many doctors that it's better to leave the table a little hungry than to feel "stuffed!".....

Vegetable Specials

How about you broadcasters getting out your recipe books for a little research on carrots and spinach? Suggestions on preparations of these vegetables will be helpful to your listeners now and in the next few weeks, when the two anti-doctor foods will be in good supply in your local markets.

Shipments of carrots have been arriving in recent weeks from the principal producing areas...mainly California and Texas...in almost double the quantity shipped a year ago in some sections. Even heavier shipments are expected soon. Marketing authorities tell us their reasonable price - remember they're now under price ceilings - will continue. Plentiful use of carrots helps to conserve limited supplies of other foods, particularly potatoes. As you know, carrots are especially valuable for their vitamin A content. That's the so-called anti-blackout vitamin...it's indicated in the carrot by the bright yellow color. Maybe they won't give you curly hair as we were told when we were young, but they'll put a sparkle of health in your eye. They're rich in two of the important B vitamins, thiamin and riboflavin, too. Cooked or raw, they add color and variety to your menus.

Fair supplies of spinach are on the markets now, and liberal amounts are expected to be coming in for the next month from Texas and Virginia and from Georgia for the Atlanta section. You can give Popeye a little aid on his good job of popular-

izing spinach with suggestions to your listeners about the right way to cook it. The keynote is the shortest time possible and in very little water. You can stress the tastiness of raw spinach as a salad...it's delicious. Spinach is a regular alphabetical vegetable, so far as vitamins are concerned. It contains Vitamin A, the B vitamins, including thiamin, riboflavin and niacin, and Vitamin C.

There's plenty to be said for both carrots and spinach...and now it's up to you!

It's asparagus time, especially in Central Georgia and southern South Carolina, with loads of this nourishing green vegetable rolling on to market. With the long "famine" in fresh fruits and vegetables, it's mighty good news for housewives who will be able to serve up this "dish of the kings" for the next three or four weeks while the season lasts. Asparagus has been a favorite vegetable of royalty since the days of Augustus Caesar.

The best strawberries in the country (Louisianans claim, with much justice) come from down New Orleans way, and the crop is beginning to move, to the delight of short-cake lovers. The late February and early March freezes caused a short crop this year, but we'll have strawberries for the next few weeks -- and they sure taste good at this time of the year.

The Belle Glade section of Florida has something like 25 thousand acres of beans -- Lima, butter and snap. Cannors will get a lot of them this year for the boys in service, but in another week or two, at the most, they'll be moving into the markets in volume. Supplies will extend on into May, as the season moves north. Nothing can take the place of beans for a lot of people.

It will be six or eight weeks before we'll be getting celery from California, but on the way here now should be the Florida crop. Cool and crunchy, celery seems to "hit the spot" as an appetizer and all through the meal.

Tomatoes and potatoes from all parts of the South will begin moving in heavier volume in about four to six weeks -- they're always welcome additions to the table, and something we'd have a hard time doing without.

Oranges and grapefruit will still be with us until June and we should be making the most of these vitamin C fruits while they last. Nutritionists say we aren't likely to eat too many of either! Apples are still coming in moderate quantities from Washington and Virginia and along about June our own Southern apples will start -- when we hope peaches will be tops on the market.

It isn't such a bad world, after all -- is it?

Watch for the News

President Roosevelt's sweeping instructions to place all commodities under price control should result in plenty of news for the consumer within the next few days. Your listeners will be anxious to get all the "dope" from you, and your own wife facilities should be watched closely this week for that information.

There Was a Reason!

The need for regulating our meat supplies, which brought about the licensing of every slaughterer in the United States, is clear from figures on January and February meat production. In Federally inspected plants, from which the Government and city dwellers get most of their supplies, beef slaughter was 15 percent below the same months in 1942. This meant a reduction of 165,000 head of cattle, equal to more than 80 million pounds of dressed meat -- in just two months! Calf slaughter dropped 15 to 25 percent, and hog slaughter was 30 percent below the figure expected. What had been happening was that many farmers were selling their liveweight or dressed meat direct to the consumer trade, for "blackmarket" prices, and some slaughterers were violating the rule that no more livestock could be killed for sale of meat than in 1941. The only remedy was to register all slaughters to check on where the meat was going.

They'll Have to Work Themselves!

Those of your listeners who have access to some commercial or institutional canning center, where someone else does all the work of canning for them, may have a rude awakening from their dreams of getting through the war without any food problems. The OPA has ruled that unless you do some of the work yourself, you'll have to surrender ration points for the canned food. If you don't lift a helping hand, it isn't "home canned" food. Of course, you can prepare the food yourself, put it in tins, and let someone else seal the cans without having to surrender ration points. There's nothing in the ruling to prevent a group of women getting together to can as a joint project, or to prevent a housewife from using community cannery facilities. And you can let a commercial concern freeze your food, even if you don't help, without surrendering ration points.

A Safeguard to Insure Meat Supplies

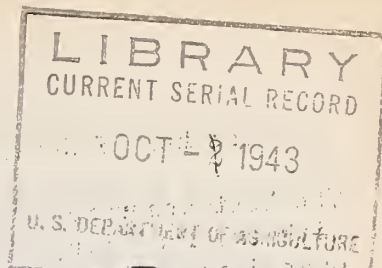
Although the meat situation seems well in hand under new licensing and rationing provisions, you can remind your listeners that in areas where there isn't sufficient meat to cover requirements, adjustments can usually be made. And they can be made without sending a petition all the way to Washington. County USDA War Boards, which know the situation in their own communities, are authorized to adjust the quotas for farm slaughterers where insufficient meat is available for ration requirements. They can also make adjustments from one quarter to the other for farmers, and if the base period in 1941, on which 1943 quotas are set, was abnormal, relief can be granted. The regional FDA office can do the same for butchers (those who are not farm slaughterers and who sell up to 300,000 pounds of meat annually). The best thing to do, if there is a real shortage of meat, is to take the problem to the county War Board office.

Save Your Pepper

Life will be a little less "spicy" for housewives as a result of restrictions on black pepper and other spices, needed for the war effort. Distributors have been cut from 90 to 45 percent on the basis of their 1941 pack, for black pepper, with varying cuts for other spices. Pimento (allspice, not pimiento) is the only one of the eight spices on which the quota was raised, this being from 75 to 100 percent. Oh well!...highly seasoned food is hard on the digestion, anyway!



A Service For Directors
of Women's Radio Programs



Radio Round-up

on food...

Atlanta, Georgia
April 17, 1943 - No. 9

Meat Grades, 1943 Version

Tell your listeners it's up to them to become informed on the subject of meat grades if they're going to cooperate with Uncle Sam's efforts to protect them. Last week's RADIO ROUND-UP carried a list of the grades into which beef, veal, lamb and mutton are now divided. It's a good list to keep handy for reference. A few words of explanation might be pertinent in that connection. There is no longer a "Prime" grade, since that was put in with "Choice" some time ago. And Choice grades seldom appear on retail markets. Among a group of about 50 cattle in a recent fat stock show in Atlanta only three beef graded Choice, and the general average is less than one percent. That means most of the Choice grades go to exclusive hotels, restaurants, and clubs.

The Government itself buys mainly Good and Commercial grades for the Army. The Cutter and Canner types of beef are not sold as table meat, but are used in processed food.

The grading requirements will protect consumers who may have been paying "Choice" prices for "Commercial" grade meat. From now on all meat must have a grade marked on it. It doesn't mean that there's a grade stamped on every retail cut of meat. There are two kinds of grading -- indicated by two kinds of grade markings. The familiar ribbon stamp that runs continuously along a whole cut of meat is put there by a Government grader. Meat packers who don't have Government graders are sometimes authorized by the Food Distribution Administration to do their own grading. These grades are either stamped or penciled on each wholesale cut -- not necessarily each retail cut.

The Government grader uses adjective grades -- "Choice," "Good," "Commercial," "Utility." The packer who grades his own meat uses the letters, "AA," "A," "B," and "C," which mean the same thing.

Another thing your listeners may not know: When grades "US Choice," "US Good," and so on appear on meat, they assure the consumer an additional safeguard. Those letters "US" mean the meat has not only been Federally graded for quality, but it

US Department of Agriculture
Food Distribution Administration

has also been Federally inspected for wholesomeness and freedom from disease.

The best assurance of getting meat which conforms to grade requirements is to deal with the familiar, reliable butcher. In the past few months many a new store has opened on a side-street, or on the outskirts of town, where the ancient legal phrase, "caveat emptor"...let the buyer beware...might well apply. Because a store has just started in business is no sign it is a black market establishment. But the honest merchant will never resent your questions -- he, also, is interested in the elimination of the racketeer.

Sugar for Canning

It hasn't been officially announced, and there may be a few refinements, but in general you can tell your listeners that sugar for canning will be on about the same basis as last year. No point stamps will be required for canning sugar and the housewife will apply to her local ration board. Probably as last year, a pound of sugar will be allotted for every four quarts of food canned. Each person in the United States may also get one pound of sugar for preserving. You'll probably want to watch for definite announcement for all the details, so you can pass them along to your listeners at the earliest opportunity.

New System for Setting Vegetable Prices

A new system of determining retail price ceilings for seven fresh vegetables will go into effect April 22. Cabbage, carrots, lettuce, peas, snap beans, spinach and tomatoes will sell on the basis of the retailer's net costs plus a fixed gross profit. The new ceilings provide for seasonal adjustments as supplies go up or down.

This is the way it works: The retailer multiplies his net costs by 1.39. In the case of cabbage, where spoilage is greater, the mark-up is 1.65 for small independent retailers, 1.54 for small chain retailers and 1.50 for large retailers.

The retailer determines his ceilings each Thursday by applying the given mark-ups to the net cost of the vegetable, based on the largest single purchase of the preceding week. His maximum selling prices are based on a pound, a pound head, a pound bunch, or one pound package, depending on the commodity.

The prices figures on this new basis will replace those under previous price regulations for the same vegetables.

Snap Beans

The price of canned snap beans should remain the same...no increase for the homemaker is likely. OPA has established dollars-and-cents maximum prices per dozen cans at levels approximately those of 1942. The USDA program which absorbed an increase in the farmer's price for beans made this possible.

Carrots

Referring again to carrots (last week's RADIO ROUND-UP gave you considerable information about carrot prospects), we suggest you recommend this vegetable frequently to your listeners. The crop now moving to market is very large in size and excellent in quality, and housewives will find that carrots will stretch both the point budget and the money budget. Suggest the use of carrots by themselves, or in combination with other foods, to take the place of scarcer foods.

The Cover of War Ration Book Two

How many of your listeners do you suppose have read all the fine print on the cover of War Ration Book Two? Have you done this yourself? We think everybody should be familiar with all that's printed there, and we realize it's a very human trait to ignore a lot of fine print on anything. Therefore, we're presenting it right here and now, for your consideration and guidance. On the front cover, under your identification, is a section headed "warning" with the following:

1. This book is the property of the United States Government. It is unlawful to sell or give it to any other person or to use it or permit anyone else to use it, except to obtain rationed goods for the person to whom it was issued.
2. This book must be returned to the War Price and Rationing Board which issued it, if the person to whom it was issued is inducted into the armed services of the United States, or leaves the country for more than 30 days, or dies. The address of the Board appears above.
3. A person who finds a lost War Ration Book must return it to the War Price and Rationing Board which issued it.
4. Persons who violate rationing regulations are subject to \$10,000 fine or imprisonment, or both.

Turn to the back cover now, and note the following under "Instructions":

1. This book is valuable. Do not lose it.
2. Each stamp authorizes you to purchase rationed goods in the quantities and at the times designated by the Office of Price Administration. Without the stamps you will be unable to purchase those goods.
3. Detailed instructions concerning the use of the book and the stamps will be issued from time to time. Watch for those instructions so that you will know how to use your book and stamps.
4. Do not tear out stamps except at the time of purchase and in the presence of the storekeeper, his employee, or a person authorized by him to make delivery.
5. Do not throw this book away when all the stamps have been used, or when the time for their use has expired. You may be required to present this book when you apply for subsequent books.

Then at the bottom of the back cover, without any heading, the following explanation of the need for rationing appears:

"Rationing is a vital part of your country's war effort. This book is your Government's guarantee of your fair share of goods made scarce by war, to which the stamps contained herein will be assigned as the need arises.

"Any attempt to violate the rules is an effort to deny someone his share, and will create hardship and discontent.

"Such action, like treason, helps the enemy."

"Give your whole support to rationing and thereby conserve our vital goods. Be guided by the rule:

"If you don't need it, DON'T BUY IT."

In our opinion, too much cannot be said to impress upon consumers the importance of the last few statements.

"E" for Excellence in Food Processing

As you've doubtless heard, food processing plants, whether large or small, are now eligible for the Army-Navy "E" provided they meet the very high standards of excellence prescribed. Quantity and quality of production, in the light of available means, are prime factors in considering food processing plants for this award. Recommendations may come from FDA regional offices, the Army and Navy Boards of Production Awards will consider them, and recipients will be notified formally by the War or Navy Department.

You've probably seen (or seen pictures of) the swallow-tailed flag with the large letter "E" in the center, surrounded by the yellow wreath. Did you know, however, that employees of the winning company also may wear the award? Each is presented with an Army-Navy lapel pin, similar in design to the flag.

The history of the "E" award is interesting...it's been given by the Navy since 1906 to units of the fleet that surpass all others in performance of duty. The unit may keep the "E" only as long as it excels all others. In the same way, the "E" award to a food processing company will not be permanent, because if the Boards find that a company has not succeeded in upholding the standards, that company will lose the right to fly the award flag until the standards of excellence have been met again.

The Army and Navy wanted to recognize the high responsibility of American industry, and even before Pearl Harbor, the system of awarding the Navy "E" was inaugurated. This award was bestowed on plants that showed marked superiority in the production of naval equipment. In the summer of 1942, the joint award, showing approval of both Army and Navy, was established. The traditional "E" for excellence was selected as the symbol by which the men and women of industry become associated with the men and women of the fighting forces in the common task. Since the armed services consider food a powerful weapon of war, it's fitting that this recognition be given to those who do outstanding work in producing food in its final form.

Ceilings on Meat May be Lower

The OPA has announced a postponement of ceilings for beef, lamb and mutton, probably now to go into effect in May. The hint is that the ceilings will be lower than originally expected, in line with President Roosevelt's order to cut costs of living wherever possible. Pork, of course, is already under ceiling prices.

Seeds

Did you know that farmers in Allied countries already have produced substantial quantities of food from American-grown vegetable seed...that American soldiers in isolated sections of the world are producing some of their own food from vegetable gardens they've made themselves? Our deliveries of agricultural commodities for shipment to the Allies during February included more than 12 million pounds of seed, and it's estimated that we'll ship them about 55 million pounds of vegetable and field seeds during 1943.

U.S.D.A. Recommends Steam Pressure Cooker

There's a good deal of discussion these days as to the relative merits of the steam pressure-cooking method (especially since the supply of these canners will be limited) and the boiling-water-bath method of canning vegetables. USDA states that the use of the steam pressure canner is the only method it can recommend for the canning of beans, peas, corn, spinach, other greens, asparagus, and all the other non-acid vegetables, as well as meats and poultry.

The reason is that certain spoilage organisms, as well as the spores of a little saboteur called "Bacillus botulinum," are not readily killed at boiling temperatures in non-acid foods -- they need the high temperatures developed in a pressure canner. These botulinum spores, if not destroyed, may grow and generate a fatal poison.

This is nothing for Southern housewives to get alarmed about -- after all, they have been using the old boiling method for years. As a matter of fact, this bacillus is not common in this section of the country. And there's a safeguard in case of non-acid foods put up at boiling temperatures: When the can or jar is emptied, boil the food for at least ten minutes before it is even tasted. Of course, if there are evident signs of spoilage, the food should not be eaten at all.

In acid products, such as fruits, tomatoes, rhubarb, and pickled beets, botulinum spores are made harmless or destroyed by boiling temperatures, and these foods can be safely canned by the boiling-water-bath method.

USDA has made the statement regarding steam pressure canning in response to many requests from those interested in the canning of Victory Garden products. The Department feels it can recommend only methods considered universally safe, since its published material is used in all parts of the country.

Most community canneries, of course, use the safe steam pressure method of cooking. If, however, the housewife puts up non-acid vegetables by only the boiling method, it is best to take the precaution of boiling the food for ten minutes after opening the can.

Your State Extension Service or your county home demonstration agent should be able to give you information on the prevalence of the botulinum bacillus in your locality. Georgia Health Dept. reports no cases of botulism poisoning in 15 years.

Changes in Milk Orders

Remember those milk orders last January that banned the sale of milk in less than quart size containers? And required a deposit on all bottles? It was Food Distribution Order No. 11, and it has some new amendments. None of the restrictions now apply to rural areas or towns of less than 5,000 population -- except that the milk handler must keep records of his deliveries, and so forth. In larger towns and cities, milk to be consumed in the homes, whether purchased at the store or delivered, must still be in containers of at least quart size; but milk to be consumed at lunch-time in factories, on playgrounds, in offices, and such places can be sold in pint or half-pint bottles. The part of the order which prevents return of milk or cancellation of orders for milk or cream, by stores, hotels, restaurants or similar establishments, remains effective. The provision that a store, restaurant, hotel or the like may not take delivery of milk or cream from more than two handlers in any calendar month has been changed to "any three consecutive days." Processors and pasteurizers are not included in this provision, however.

Why Not Remind Them?

We don't usually think of it that way, but perhaps your listeners need a reminder now and then that there isn't anything in the law that requires anyone to use all the ration stamps he is allowed!

The story is told (probably true!) of a colored man out in the country who had twelve in the family, which gave him 60 pounds of sugar for the rationing period. The darky came into a store and offered his books with the statement that "he'd never used 60 pounds of sugar in that length of time in his life, but if the Government wanted him to do it, he'd try!"

Consciously or unconsciously, lots of folks feel the same way. They don't quite realize that rationing requirements were set up on the basis of what adults need (although not always what they want!). All of which means that if you have ration books for younger children who don't eat meat, or don't eat as much as an adult, the patriotic thing to do is to ration yourself on the same basis as others who need their full stamps. Or, if you live on a farm where you have your own meat, if you have a meat locker of your own, if one or more of the family are vegetarians, or if for any other reason you don't need all your meat or canned fruits and vegetable stamps, don't feel that you have to "spend" them all.

We're all in this war to win. It's everybody's fight. And there's a lot of satisfaction in knowing that you're doing your part.

When you broadcasters run into people who are cooperating in this or other ways, why not mention it on the air? It won't make you unpopular to mention names in such a connection, and it will certainly help popularize the whole program of food conservation.

A Radio "Special Edition"

WBAL in Baltimore had a unique idea recently when they put out a radio adaptation of the newspaper special edition technique. The station provided six half-hour periods during the day for special broadcasts dealing with "Farmers at War." Featured were a Farm Folks Forum on production problems; 4-H program; Rural Free Delivery, a dramatic sketch featuring the "Dear Adolf" letter from a farmer and a soldier's letter back home; an adaptation of FDA's FOOD IS A WEAPON transcription; a program of black market control; Stephen Vincent Benet's A TIME TO REAP, and a program on farm labor.

For radio, it's clearly the idea of the month. The Regional FDA office will be glad to help any station that is interested in such a feature, and we are sure that every part of USDA would cooperate to the utmost. Drop us a line if you are interested. The Benet script can be obtained from the Soil Conservation Service Regional Office in Spartanburg.

Get In Your Application!

Pressure cookers will be rationed through county USDA War Boards this year, the Department of Agriculture announced this week. They will be distributed through normal channels of trade, but a certificate will be necessary to buy one, just as a certificate is necessary to buy a new tire. Forms should be available from your county USDA War Board Chairman or your county Agricultural agent.

Before you count too definitely on a pressure cooker, we suggest you consider the following: Only 12,000 cookers have been made to date, although the three firms making them have been allotted materials for 150,000. This compares with a pre-war production of 250,000 annually. This year's demands may total 500,000.

The first cookers produced will be sent principally into the South and West, where the canning season is earlier than in other areas. But assuming the South received every one of the 12,000 already produced, it would mean only about ten to a county. Those interested should get a purchase certificate from the county War Board and place their order with a retail firm. But it is not wise to count too heavily on everyone getting a cooker who wants one.

Preference in issuing certificates will naturally be given those who form a group to share the use of the cooker. The application for a purchase certificate provides space for showing such information, as well as the amount of meat and vegetables (other than tomatoes) which would be canned by the families using this pressure cooker this year.

No "quotas" for States or areas will be established, unless such action is later found necessary. Manufacturers are being authorized to distribute, without restriction, 80 percent of their authorized production; 20 percent will be held in reserve to be released later or through appeals to meet special needs. The form on which application for purchase certificates is made is Form MR-20a.

Most of new cookers will be a war-model -- enameled steel bottoms and tin-plated steel tops. Nearly all will be the 7-quart size (holding 7 glass quart jars or 14 No. 2 tin cans). Perhaps about 15 percent of the production will be of the 14-quart jar size.

It Will Still Be Easter!

It's Easter next Sunday...in a war-torn world. A time, more than ever, to pause in our work and play. But it can and should be observed without some of the usual frills.

Chocolate novelties, such as bunnies and easter eggs, have either been banned altogether or limited to a few types and sizes. The Government is urging indulgent parents not to buy baby chicks and ducklings for the kiddies, because poultry growers will need the entire hatch for supplementing our meat supply. Eggs are in demand for food, and patriotic Americans will not waste them for holiday fun.

The White House has called off the traditional egg-rolling this year to prevent the large scale breakage of eggs and over-eating which annually wastes much food and results in many tummy aches. If parents follow through in calling off the annual purchase of biddies to be squeezed and trampled to death by over-zealous youngsters, millions of chicks will have a chance to grow into broilers, fryers, and layers to feed a meat-hungry people.

No one wants to put a damper on holiday fun, but the Government urges that children and parents not waste valuable foodstuffs in enjoying the day. Use harmless paints and dyes on the hard-boiled eggs and eat them later. Or use candy eggs if you can find them. But don't make sport with good food now. The kiddies will understand if parents explain to them that soldiers use chocolate in their field rations. That's where the chocolate eggs went. And we've got to eat more chicken so the soldiers can have more meat. That's where the little biddies are going.

It will be a grim, wartime Easter. But it will still be Easter.

Fresh Food Round-up

Here are some early tips on fruit and vegetable prospects for the coming week.

Young, delicious English peas are rolling in from Southern Georgia farms to wholesale markets in increasing quantities these days...and they're already fairly reasonable in price. Remember, they are strictly a "fresh from vine to kitchen" vegetable--so they're best cooked as soon as possible. Shell them just before you're ready to cook them. Nutritionists say they're an excellent source of many food values...including protein, calories of course, Vitamins A, B₁, C, and the pellagra-preventive factor...as well as phosphorus and iron. Give these food values a break when you cook peas. Specialists remind us they should be cooked in just enough water to keep them from scorching and just long enough to make them tender...and be sure to keep the water left from cooking them. It contains valuable minerals and vitamins. If you'd like to keep that fresh green color in your cooked peas, leave the cover off the pan, and they'll stay green. Soda cooked with any green vegetable may preserve color, but it destroys the food value. So forget it.

Onions...crystal white wax and yellow Bermudas...are making a return appearance from Texas. They're not only plentiful...but they're cheaper than they have been...since ceiling prices were lowered this past week. Their chief virtue is their flavor, though they contain some of the minerals needed by the body as well as some Vitamin B₁ and small amounts of Vitamin C. Onions are something more than vegetables--they're necessary seasoning for many dishes.

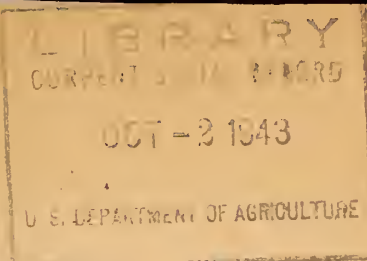
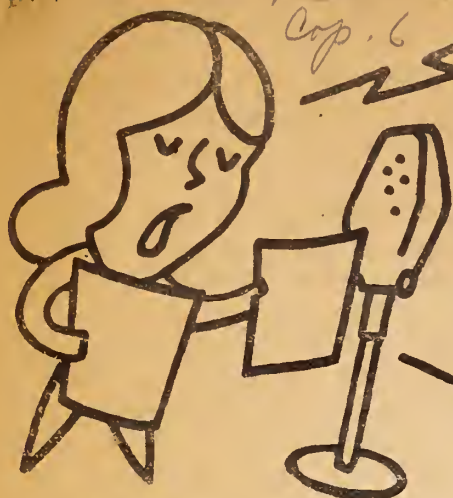
Cabbage is another nutritious vegetable whose price will fit your budget better this week due to lowering of ceiling prices. It's a top-ranking vegetable for vitamins...including A, B₁, C and G. When you're selecting yours, keep in mind that the greener the cabbage the richer it is in most all these vitamins...it's also a good source of calcium and iron. Remember it's a versatile food--equally good when served as a cooked vegetable or in a raw salad.

Though the cold snap this week slowed up harvesting of asparagus more than expected, this green vegetable will be making its spring appearance in greatly increased quantities in the next few days...and at a reasonable price. A good green color in asparagus means a rich supply of Vitamin A. It also rates as a fair source of iron, and some Vitamin C. When asparagus is bleached white, most of the Vitamin A is lost. Remind your listeners that the best asparagus is firm and fresh, with stalks fairly straight. Very crooked stalks usually indicate disease or injury, resulting in tough fibers.

Then there are squash and snap beans...coming into markets at reasonable cost and in good supply. Remember these two health vegetables when planning your week's menus...they're both rich in Vitamin A--the black-out vitamin. Snap beans are also rich in iron and calcium, and a fair source of Vitamin B₁. In selecting snap beans, pick up a pod or two and bend them to see if they snap easily. If they don't--they're likely to be flabby and wilted...and tough even after they're cooked. For saving time in cooking beans, sprinkle in a little salt and have the water boiling when you put them in to cook--they'll keep their flavor better too.

Good apples are available now...Winesaps from Washington and Virginia will continue to move into markets through the early part of June. And those citrus health fruits oranges and grapefruit...continue in good supply in most localities from Florida spring crop. There's no need to tell your listeners their food value...or how they start off the day with a little zest. And don't forget those tangy new strawberries, just beginning to come in from Alabama.

The Fresh Food Round-up is based on general supplies and movements of fruits and vegetables. It's advisable to check local markets to make sure these seasonal products are available in your community.



Radio Round-up

on food...

A Service for Directors
of Women's Radio Programs

Atlanta, Georgia
April 24, 1943 - No. 10

Have You Gone Hungry Lately?

When the harassed homemaker is trying to figure the best way of spending her ration points...or hunting for the practically non-existent potato...or wondering what to use to take the place of some other fresh vegetable or fruit which is temporarily short...she probably feels a bit sorry for herself. Chances are she's in what might be called a black-market-mood! She's trying to drown out that little voice of conscience which tells her she has no right to pay over the ceiling price to get something she wants...or to take that extra can of fruit which the occasional grocer will slip into her basket without benefit of point stamps...or to swear she's going to use that peck of potatoes for seed, when she knows very well they're going right onto her dinner table.

Why don't you present for her consideration a few of the following facts and figures?

Rationing in Greece is practically non-existent...there isn't enough food to ration. Not even the monthly shipments of Red Cross food and Canadian wheat amount to enough to permit rationing, with the exception of bread, which is now slightly more than two ounces a day per person. Jugoslavia gets 20 ounces, Belgium 55, Czechoslovakia 62, the Netherlands 63, Luxembourg 70, Denmark, 82, and France 60 a week. In many of the countries where the bread ration is larger, however, bread takes the place of more nourishing diet items, so that's no indication of a good food supply. Greece gets only the small Red Cross shipments of meat, butter and fats, milk, and vegetables. Small quantities of green vegetables and fruit are to be had intermittently in certain localities.

Butter is so scarce in occupied Europe that its place is generally taken by other fats. The ration for all fats in France is $2\frac{1}{2}$ ounces per week; it ranges from there up to $10\frac{1}{2}$ ounces in Denmark.

In most of occupied Europe, milk in any form is so scarce that it either is rationed, or is given only to children...skimmed milk at that.

US Department of Agriculture
Food Distribution Administration

Small quantities of substitute coffee, from 2 to 3 ounces a week, are available to the average consumer in occupied countries. The ration in France, however, is only $1\frac{1}{4}$ ounces. Sugar rations range from $4\frac{1}{2}$ ounces in France to $10\frac{1}{2}$ in Denmark.

The British commonwealth of nations is much better off, of course, and food rationing depends on the supplies available in particular countries. Only sugar, coffee and tea are rationed in all of them. Milk is rationed only in the United Kingdom, where it is distributed after "priority" groups have been served. $2\frac{1}{2}$ pints a week is the fluid milk quota for a person without priority, but they make wide use of powdered milk for cooking. There also canned vegetables and fruit, dried and split peas, dried beans, breakfast cereals, rice, figs, prunes and plums are distributed on a point rationing basis. Meat rationing in Britain is based on prices ...currently it amounts to about 23% worth of meat a week. This provides about 20 ounces of assorted meats, on the average, and in addition, four ounces of ham or bacon may be secured. The fats ration of the British is 8 ounces a week...2 ounces of which may be taken in cooking fats only, and 2 ounces in butter.

In Free China, food is so scarce it cannot be rationed. $16\frac{1}{2}$ ounces of rice per week are allowed to soldiers, however.

Maybe it wouldn't be a bad idea for some people to carry a list of those statistics around all the time...tucked away inside the new ration book holder, perhaps.

Eating Right

The importance of proper nutrition cannot be stressed too strongly or too often. Be sure that your listeners are well acquainted with the seven basic food groups, outlined in RADIO ROUND-UP on April 10. You've doubtless been reading about them... those of you who are home economists are familiar with the general classifications anyway, of course. You'll want to cooperate with the War-time Food Demonstrations which are to be held all over the country under the auspices of local Defense Councils. These will help to introduce new foods into regional and racial diets, check food waste, and make the best possible use of available foods.

Your listeners will doubtless be interested in the comments on the effect nutrition has had in a number of large manufacturing plants which have established food service, according to the recommendations of the Government's Nutrition in Industry Division. One plant reported that production increased 10% due to improvement in morale in the first two weeks this food service was set up. Another stated that absenteeism was cut 19% in the first four months following installation of a food program. This included the service of Victory Lunch Specials providing adequate meals supplying more than one-third of the daily food needs. The cafeteria manager of a large airplane factory stated that they're meeting the need for changing food habits necessary under war-time rationing by serving more raw vegetable salads, more fresh vegetables and fruit, and milk, as well as weekly meat conservation lunches.

Coffee Stamp 23

It might be well to remind your listeners that the new coffee ration period covered by stamp 23, runs from April 26 through May 30. The OPA Administrator states that coffee drinkers can be positive of coffee rations at the present rate, and can even hope for a more liberal ration before long.

Tops For Food Jars

Tops may be available during the canning season for all the glass jars homemakers are saving these days. It isn't really safe though, to promise that special lids for the small size jars will be available, since war-time situations may develop which will prevent those plans from being carried through. Suggest that women continue saving the jars in which commercially packed foods come, however, because those without the standard-size openings may be used for jams and jellies which can be sealed with wax, and covered with a lid that is not air-tight.

Facts About Fish Cookery

From that new Fish & Wildlife Service bulletin "War-time Fish Cookery", (mentioned in RADIO ROUND-UP of March 20), come a few hints which you may like to pass on to your listeners.

Servings of fresh or frozen fish products are generally based on portions of one-third to one-half pound of the edible part per person.

Many people believe that eating sea foods in combination with milk or milk products will result in illness. This is a fallacy, of course, since for many generations now, fish chowder, oyster stew, creamed fish, and a variety of other fish dishes using milk have remained popular. If illness should result from such combinations, it is only reasonable to suspect that at least one of the ingredients was either spoiled or contaminated, and not fit for food.

To remove any fish odor, wash hands or dishes in strong salt water, and rinse them well before using soap.

Point Value Bargains

Being business women yourselves, you broadcasters probably already have rejoiced over the recent cut in point value of those two meal-time life-savers...frozen foods and canned soup. It's comforting to have a few packages in the freezer of your refrigerator, and cans on the pantry shelf, to help out those nights when you're later than usual getting home to start dinner. These days, when women are working at all hours of the day or nights, you're almost sure to catch a number of them at any broadcast time, and suggestions about getting meals in a hurry are sure to be appreciated.

Home Dehydration of Food

"If necessary materials are available and can be spared from other urgent war needs, it is our hope to see dehydrators designed for home use in operation this season." So said Secretary Wickard on the Farm and Home Hour Friday, April 16, 1943. "The full use of products from Victory Gardens calls for the canning, drying, and storing of as much as possible. The Department of Agriculture is now working on a program to obtain material for the manufacture of as many home dehydration units as possible at this time."

According to information from the Division of Household Equipment, Bureau of Human Nutrition and Home Economics of USDA, a number of commercial companies already have dehydrators built and tested, and are ready to go into production as soon as materials are released. Following is a list of questions and answers based on information supplied by this division, which may help you in planning programs on home dehydration.

Q. Can you dehydrate foods at home successfully?

A. Yes, with proper care. For drying, as for other types of food preservation, fresh foods direct from the garden make the best products.

Q. How do dehydrated foods compare with other home processed food?

A. Home dehydrated foods may not be as good in nutritive value or as palatable as canned and frozen foods, but they are satisfactory. Dried foods are a type of food in themselves and should not be judged on the basis of flavor and texture of foods preserved by other methods.

Q. Why is drying more successful now than it was in the past?

A. 1. Improvement in home drying equipment.

2. Increased knowledge of the importance of adequate blanching or before drying as an aid in preserving flavor, texture, and color, and improving storage qualities.

3. Drying to a lower moisture content which improves the storage qualities.

Q. Will equipment made of strategic materials be made available for home-size dehydrators?

A. At the present time there is very little of this equipment on the market. If homemade dehydrators are to be built, materials will have to be allocated or parts assembled from other equipment such as electric fans, portable fractional horsepower motors, or heating elements from electric brooders.

Q. Will plans be made available for home dehydrators?

A. The U. S. Department of Agriculture will soon have blueprints for several dehydrators. The Tennessee Valley Authority, the Rural Electrification Administration, and many State Agricultural Colleges also have plans.

Q. What is the cost of building a dehydrator at home?

A. This depends on the usable material on hand and whether or not labor costs are involved. If built by the user, and all materials purchased, prices would range from \$5 to \$50 depending on the size and design.

Q. What are the advantages and disadvantages of different types of dehydrators?

A. Electric Advantages: It gives the best food product because temperature can be thermostatically controlled and forced circulation can be used. It requires the least attention and is no flame hazard.

Disadvantages: It requires more strategic materials than other types and is the most complicated for home construction. It is more costly to build and is slightly higher in operating cost.

Kerosene Advantages: It produces about the same quality dried product as top-of-stove but provides for larger quantities. It is the simplest to build and least expensive to operate.

Disadvantages: It requires a heater in reasonably good condition and well cared for and requires frequent changing of trays at regular intervals. It requires considerable attention in adjusting the flame and the longest time to dry.

Top-Of-Stove (insulated cabinet type) Advantages: This is the least expensive to construct, can be used with regular cooking stove and the quality of the product is the same as with kerosene.

Disadvantages: It is limited in capacity, requires frequent changing of trays, and is a possible fire hazard. Removal from stove during meal preparation is necessary unless on a coal or wood stove, then it must be moved to back.

Additional information may be obtained by writing to the Division of Publications, U. S. Department of Agriculture, Washington, D. C. for Drying Foods for Victory Meals. Your local home demonstration agents, and home economists representing commercial concerns, will be able to give you advice concerning home dehydration in your own community.

An Extra Cup of Coffee?

Hopes for an extra cup of coffee...or a cup of slightly darker hue...have risen since Price Administrator Brown announced that the coffee supply picture is brighter. At least we are assured of the present ration of a pound per person every five weeks...and there is some possibility of an increase in the near future.

The key to our coffee supplies is still shipping. Small stockpiles have been built up, however, which are now being held as a cushion against emergencies which might preclude the assignment of shipping for transport of coffee for civilian use. As a result of these small stock-piles, Administrator Brown has announced that coffee roasters may double their allowable inventories of green coffee.

Oh You Chicken!

With the supply of chickens for civilian consumption up 30 percent over last year, it's good news for housewives that more simplified yet stricter controls of prices on chickens have been established. The new system works on the basis of a ceiling for live poultry at country shipping points, plus an allowance of from 3/4 cent to 2 cents a pound for the trucker (depending on distance hauled). All buyers have the same ceiling at the same shipping point.

The new prices became effective April 22, the day the order was issued, and resulted in reductions of as much as from 1 to 10 cents a pound. These reductions are only slightly offset by increases of from 1 1/2 to 2 cents a pound for quick-frozen eviscerated broilers and fryers. Any person now in possession of dressed or quick-frozen eviscerated poultry supplies will be able to sell at the old prices until June 30, however, provided he files with his regional or State OPA office a complete inventory.

Do You Have One?

It's planning and selection -- not quantity -- that results in the best balanced diets. Many families that can afford to buy...and do buy...the best in food, are literally starving themselves because they don't choose wisely. A good book on nutrition is a must in every home today, a book that helps to make us healthier and stronger and helps us conserve the nation's food supplies. Nutrition is a fascinating study, too. Even men who start dipping into the subject find themselves interested and enthusiastic when they learn some of the facts about food, and how it can be used for better living. Suggest to your listeners that if they haven't picked up a book on nutrition lately they should try it some evening. We'll wager they'll want to find out even more about it.

County Nutrition Committees.

In practically every county in the South there exists a Nutrition Committee, or Nutrition Council. If you have a Home Demonstration Agent, she probably heads it up. If not, your County Agent is probably a member and can tell you all about it if by any chance you broadcasters haven't been in touch with these committees.

They are very much interested in doing everything possible to help you with your broadcasts, so call on them at any time!

Black Eyed Peas and Snaps

Remember that black-eyed peas (sometimes called blackeyed beans or cow peas) are now ration free and may be purchased without exchanging points. And that point values of all frozen fruits and vegetables, as well as all soups, have been sharply cut by the OPA.. For instance, a 16-ounce container of frozen fruits has been reduced from 13 points to 6; a 16 ounce container of baked beans from 8 to 6, and of peas and other frozen vegetables from 10 to 4. Tomato soup has been reduced from 6 to 3 points for a 10½ ounce container, and all other soups from 6 to 4 points. Dried and dehydrated soups have had their point values cut in half.

Jack Spratt Clubs

Up Minneapolis way a newspaper has conceived the idea of starting "Clean Plate" clubs. The idea, of course, is to prevent every possible waste in the home, and to utilize every bit of food available in the country.

You've often heard that an American family wastes enough food to feed the average European family. "America's Most Unexclusive Club" points out that 15 percent of America's table food ends up in the garbage can, and terms this "the worst kind of absenteeism in America-at-war."

The Government has said that civilians will have roughly 6 percent less food this year than last. Rationing will help assure each family its share of the total supply. Thrifty people...who eliminate waste in their kitchen and at their table... should be able to eat about as well as ever.

That isn't quite as easy as it sounds. It takes careful buying and careful serving. In normal times, it may have been all right to err on the side of plenty when buying groceries or when cooking meals. In times like these, it is better to figure more closely, even if we shave a bit off the "hunger" requirements of our families. In other words, it won't hurt to leave the table a little bit hungry--for your health's as well as your country's sake.

But it isn't hard to prevent waste and still have just the right amount of food your family needs -- if you plan carefully. When buying meat, for instance, why not figure out the number of ounces needed for each member of the family, multiply that figure by the number to be fed, and order accordingly. If the meat is a roast, after roughly estimating the poundage needed and buying it, figure how many ounces are available, how many in the family, and thus determine how many meals the meat should provide.

Wonder how the people in your community might respond to "Clean Plate" clubs? You might call them "Jack Spratt" clubs, just to be different, in honor of the nursery rhyme gentlemen who could eat no fat, but who wisely married a lady who could eat no lean. "And so betwixt them both, they licked the platter clean!" A radio station that wanted to go in for such a program on a big scale might find a lot of good-will in providing posters which could be hung in the kitchen, or buttons to be worn by those who pledge themselves to "no waste in the kitchen or on the table -- we need every scrap!"

Fresh Food Round-Up

Know of any vegetable more appetizing with most of your meats...or with a vegetable dinner...than the little green pea? It's the stand-by vegetable for everything from your small company dinner to a club banquet...and from a creamed vegetable lunch to a family supper. So your listeners should be interested to know they're coming in to wholesale markets in more plentiful supply and will probably increase in the next few days over the light supply of previous weeks.

This week's peas are moving to market from South Carolina and Georgia...a little later in the spring their quantity will be increased by North Carolina crops. They bear careful examining before you purchase them in the market. If they're fresh and good...the pods will be bright green and slightly velvety to the touch. Immature pods are generally flat and a dark green, while old pods have a yellowish cast. You can usually plan on five or six servings from two pounds of peas in the pod. If you have a little of this nutritive vegetable left over from a meal...don't waste them. Add them to the next day's soup or salad...or combine with other vegetables for a scalloped dish. Don't forget their food value on your daily nutrition chart...they include protein, calories, Vitamins A, B₁ and C, and phosphorus and iron.

You'll find the price of snap beans considerably lower this week than it has been--the supply is good, too. The list of their food values sounds as fantastic as that other story about beans...remember "Jack and the Bean Stalk?" They're rich in Vitamin A...the "black-out" vitamin. They're a good source of iron, calcium, and Vitamin C. And there's a fair supply of Vitamin B₁ in them. If you're a little confused with the various named beans, here's a point you may have missed. The name for snap beans, not so long ago, was "string" beans. Plant breeders, so they tell us, have improved this vegetable so much in the past few years that they've practically eliminated the strings. Hence the change in names!

Also along the green vegetable line are the year-round turnip greens. They're still coming into wholesale markets from South Georgia, Alabama, and South Carolina in big supply. Asparagus from Georgia and South Carolina is still relatively scarce due to the recent cool weather. As the weather gets warmer, the supply should increase. The quality of asparagus now on the market is good and the price reasonable.

Cabbage of good quality is moving in from Southern farms in moderate to light volume these days...the price is at ceiling level. In selecting yours, remember the greener the leaves the more vitamins there are present. Cabbage's list of vitamins includes A, B₁, C, riboflavin and the pellagra-preventive factor. It's also a good source of calcium and iron. In preparation of this vegetable, a good rule to follow is short cooking...it saves the delicate cabbage flavor and crisp texture lost in long and unnecessary cooking.

The tomato ranks high in your meals from just about every standpoint. It's eye-appealing with its vivid color...it's matchless for flavor...and it scores again on food value, as an excellent source of the necessary Vitamin C. It rates right along with cabbage in the other food values, too. A delicious dish for dinner, consists of tomatoes stuffed with bread crumbs and seasoning, baked.

Onions--the vegetable that puts zest in your meals and adds flavor to many dishes--are still coming in from Texas in increasing amounts. There'll be a slight increase in supply this week--at a lower price than recently. The Georgia crop of Bermudas should start coming into your markets in about three weeks.

Strawberries still head the list of luxury foods on this week's market. This delicate fruit, coming in this week from Alabama, is still light in volume, due to cool weather in the past week. They're fairly high in price...but they're a delightful addition to your party menu--or even as an extra treat for the family, if you feel like splurging. The supply of oranges and grapefruit from the Florida spring crop is still holding out in good quantity and quality. The reasonable price of these fruits is unchanged.

If your listeners are worried about scarcity of white potatoes...you might explain that the armed forces demand plenty of them...they're starchy fightin' foods. And the freeze of the past months cut down considerably on our expected crop...in addition to the fact that we can't put what we have on the market in their entirety because we need plenty of seed potatoes for future crops. Don't worry...marketing specialists tell us they're expected to begin appearing in fair quantity on markets in the next few weeks.

The Fresh Food Round-up is based on general supplies and movements of fruits and vegetables. It's advisable to check local markets to make sure these seasonal products are available in your community.

How Much Do You Need?

It's strange that we still hear people talking about the extra need of "red meat" by those who engage in hard, manual labor. The old idea that meat builds muscles went out before the turn of the century, when it was convincingly proved that a man doing a day's hard work burns scarcely more protein than if he had not been working at all. Fats and carbohydrates provide the source of muscular energy, not protein.

True, meat provides calories, as well as protein, but it's an expensive form of calories when you consider that a lean pork chop provides only 100 calories and a cup of sugar has 840 calories...a cup of barley flour 796...a cup of butter 1744...a cup of corn meal 504...a cup of grits 553...a quart of milk 676...and so on. Fat meat has more calories than lean meat, of course, but in general meat is for the purpose of proteins, not calories.

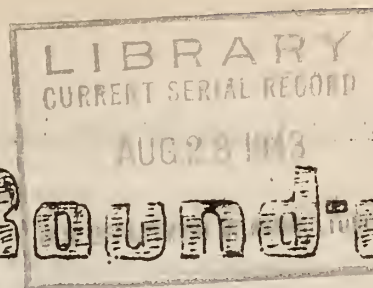
The general requirements for protein in the body can best be figured as from 10 to 15 percent of a day's food needs. But remember, too, that many foods provide protein in addition to meat. One nutritionist advises about one third of our protein to come from meat; another third to come from bread, cereals, fruit, and green vegetables; with the final third to come from milk, eggs, some cheese, beans, or nuts.

One fourth of a pound of meat a day is plenty for the average adult man -- which means a man of about 165 pounds in weight. If he is heavier than that, he may need slightly more protein, but he will need no more simply because he works hard all day. Under rationing, the housewife should find it easy to provide a quarter pound a day and still have points left for butter.

In ordinary times, protein is good fuel itself, and no harm results from eating more meat than we really need -- especially in cold weather. In war-time, when meat is in demand by the military forces, we can all hold ourselves down to our minimum requirements and be the better for it in health.



Radio Round-up



on food...

A Service for Directors
of Women's Radio Programs

Atlanta, Georgia
May 1, 1943

The Black Market vs Our Soldiers and Sailors

Does the black market in meat effect the meat supply for the Army and the Navy? The answer is yes. Army and Navy meat supplies depend on the fluctuations of the civilian market, and they are, therefore, subject to shortages brought about by black market operations. The Army buys for both services, which removes the element of competition for food. Both services, however, must guide their purchases by the quantities set aside for military use by the Food Distribution Administration, which of course, amounts to rationing.

The 1943 requirements of the Army alone are estimated at about 2-3/4 billion pounds, which figures out to slightly more than four-fifths of a pound of meat per day for each soldier...to this is added an allowance for loss from cargo ship sinkings, and other losses brought about by war.

The Army has to feed military personnel at home and abroad, and the Navy has the even more difficult task of provisioning ships on the seven seas. Supplies for the armed forces depend on well-balanced normal markets... black market operations, however, mean unbalanced markets. Therefore, civilian patronage of black markets in meat should be recognized for exactly what it is...one very effective means of sabotaging the meat supply of our own soldiers and sailors.

Without realizing it, many American citizens have become saboteurs themselves, although these same people would throw up their hands in horror if someone suggested that they blow up bridges, start fires, or in any way attempt to wreck our production system.

The Axis agents are just as gleeful when they report to Hitler that black market conditions exist in America as they are when they can report absenteeism from war work, strikes, fires, and other forms of sabotage.

Be a real American citizen -- don't patronize black markets.

US Department of Agriculture

Food Distribution Administration

Danger in the Rhubarb Patch

This spring has brought about increasing interest in the use of various plants for food. Many common field plants, sour dock, dandelion, and other less familiar ones...some of which we regard only as weeds...are being suggested as greens. There's an element of danger in this, however, and you, broadcasters might well suggest to your listeners that they know their greens before eating them. We heard very recently of a homemaker, who, bringing home from the market some succulent pink spring rhubarb, decided to try a little experiment with the crisp, green leaves at the top of the stalks. The small ones looked so fresh and appetizing that she washed them and tossed them into the pot of greens she was cooking for dinner. Fortunately, before serving them, she mentioned to her husband what she had done. He is an employee of USDA, and remembered having heard somewhere that rhubarb leaves are poisonous...therefore, regretfully, they threw away the greens untasted, not wanting to take any chances. The following day, the husband made some inquiries and turned up the following interesting information, quoted from USDA Leaflet No. 126, titled "Rhubarb Production."

"Poisonous Qualities of Rhubarb Leaves"

"The succulent acid leafstalks of rhubarb make most excellent sauces and pies, and the question often arises about the use of the leaf blades for greens. Numerous cases of more or less serious illness and some fatalities have been reported in both Europe and North America from eating rhubarb leaves. These leaf blades were eaten boiled in the belief that they were a suitable substitute for the common greens, but owing to the high content of oxalic acid and its soluble salts found in rhubarb leaves it is recommended that they be left entirely alone and not used under any circumstances as food. In the stalks, however, the oxalic acid is present in smaller amount and largely in insoluble form, and for this reason is harmless."

Nothing could look more innocent than a rhubarb leaf, certainly, and we suggest that you give wide circulation to the truth about its real nature.

Prices and Points

Prices and points must come down together...that's what an amendment to Ration Order No. 16 says. No. 16 is the important order on meats, fats, butter, cheese and canned fish, you know. The situation arises when a dealer has an over-supply of meat, which might spoil unless he can get rid of it quickly by reducing the point value. The butcher may do this, but the amendment provides that a retailer must lower the price of an item at least 25% below its established ceiling price before he may lower a point value. If the point value is lowered more than 25%, the selling price must be reduced proportionately below the ceiling. The retailer is not required in any case, however, to reduce the money price more than 50% below the ceiling. The ceiling and reduced money price must be posted along with the reduced point value.

For their own protection, it's well for consumers to be aware of this fact, and you'll probably want to incorporate it in some of your programs.

Butter-Cheese Orders Revised

With the idea of avoiding civilian shortages of these two important foods next winter during the low production months, the War Food Administration has increased the percentages of each to be set aside for Government purchase during May, June and July--the high production period. The original order called for 30% of the butter to be set aside...this has been increased to 50%. The amount of cheddar cheese to be set aside has been increased from 50 to 70%.

During the period of seasonal decline, August to November, these new percentages will probably be decreased sharply. Thus a large part of the butter and cheese produced at this time will be left for civilian consumption exclusively.

More Spices for Home Canning

This year there will be an increase in home canning and preserving of products from Victory Gardens and expanded farm gardens. To prepare for the spice needs of these products, the War Food Administration announced that wholesalers' and manufacturers' quotas of black and white pepper, cinnamon, and all-spice will be increased.

The quota for black and white pepper was formerly 45 percent of the corresponding quarter of 1941. Amendment No. 2 raises the quota to 60 percent. The quota percentage for cinnamon (cassia) was increased from 30 to 40 percent. As the supplies of all-spice--a spice produced extensively in the British West Indies--have recently increased, the quota level was raised from 100 to 115 percent.

However, there has been no change in the supply of black pepper and cinnamon, the spices normally obtained from the Far East. In order to maintain a desirable supply level, it is contemplated that the black and white pepper, and the cinnamon quotas will be reduced during the last two quarters of the year.

Do you Know Your Meat?

You probably were told, while you were growing up, that it's not always safe to judge by appearances. Certainly it isn't always a reliable means of arriving at a decision, as you've doubtless learned. Take the matter of picking out a good piece of meat, for instance...and these days we all want to make a choice that will give us full value for both our money and our point stamps. Suppose you were given your choice of three cuts of beef, and asked to select one without regard to price. The first cut is a bright red color, with an abundant coating of thick, firm, white fat and an extensive marbling of fat through the lean. Cut number two has a moderately thick fat covering, white or creamy white in color, and a moderately extensive marbling of fat through the lean...the color may range from pale red to deep red. Then there's cut number three, which has a slightly thin and creamy white covering of fat, with some marbling through the lean...the color may be anywhere from a light red to a slightly dark red.

If you're like the majority of the people with whom tests have been conducted, you will choose the last of these three as the most desirable, largely because it has less fat than the other two. At the International Live-stock Exposition in Chicago back in 1938, three such cuts of beef were shown, and over 1600 people asked to vote by ballot for their preference. Over 54% were in favor of the leanest cut shown, which would have graded Commercial to Good; 31% were in favor of the second best cut, which would have graded Good to Choice; only the remaining 15% picked the best, or Prime cut. Similar tests were made at other expositions, with similar results.

Possibly it will console many of your listeners, especially those who find limited stocks of meat in their butcher shops, to know that even if the very finest cuts of meat were available, the chances are about even that the average person wouldn't choose them, judging by appearance only.

Rationing Reminders

While red stamps A through D expired on April 30, the E stamps, which become valid on April 25, can be used throughout the month of May. Some shoppers may be confused about this, and it will doubtless help them to have you explain it sometime during this week. One set of red stamps will become valid each Sunday during May.

Blue stamps G, H, and J are good throughout the month of May, and in case anybody's wondering what became of the letter I, you might explain that this was omitted from the series because of the possibility of confusing it with the figure 1. And don't overlook the fact that we're starting on the second page of blue stamps, on the right-hand side of the book. We'll hope nobody will be absent-minded about it and tear out the wrong stamps. Remember...the storekeeper may not legally accept loose stamps, even if they were torn from the book through error. (This, of course, does not apply to the 1-point red stamps which sometimes are given in change.)

Earthenware to the Rescue

Ceramic bottle and jar tops are now being manufactured to take the place of critical materials formerly used for this purpose. A great many closures in the smaller sizes for prescriptions and drugs are needed, and a tremendous number for toiletries and cosmetics, as well as food, liquid wax and other household items. This has brought about a new industry, in which four ceramic manufacturers are already engaged. An interesting feature of it is the ability to produce these earthenware tops in almost any color or combination of colors, and to incorporate designs in the closure. WPB announces that those closures may be made by ceramic plants with relatively little additional expense and without additional machinery.

More Waste Fats Essential

The nation's meat dealers have been asked by the WPB to give all possible support to the Government's fat salvage program. Donald Nelson said: "It is absolutely necessary that we obtain a minimum of two

hundred million pounds of waste kitchen fats in 1943. At the present time, collections are running at only about half this rate." You can help by reminding housewives frequently that the meat dealers are turning in every bit of fat which they receive from the kitchens of America, and it's up to the homemaker to salvage every drop not needed in her own kitchen. The glycerine from fats is vitally needed for ammunition.

How About Potatoes in the Victory Garden?

USDA's garden specialists advise that the best time to plant white potatoes is past in most of the southern part of the country, and that the average Victory gardener with a small garden will be wiser to use his ground for such vegetables as tomatoes, beans and carrots anyway. These produce plenty of food in a small space and are easy to raise. The white potato is a bit more temperamental... requires good seed...in many sections needs a lot of fertilizer. It's encouraging that the reports on prospects for this year's white potato crop indicate that a greater acreage will be planted than last year...so the Victory gardener probably will be able to buy all he needs at his neighborhood grocery.

Pass the Soya, Please!

You'll be seeing recipes using soya products within a few weeks! So says the War Food Administration, which is working on a program for the utilization of this product in kitchen recipes and in prepared foodstuffs. And dishes with soya products will be good...good for health, good for the pocketbook, and just plain good for eating.

The Department of Agriculture launched a program last December to supply adequate quantities of soya products -- chiefly flour, grits, and flakes -- to meet all requirements. Expansion in 1943 is going ahead at a faster rate than thought possible. Present production is at about a half-billion pounds, and by the end of this year it is expected to reach 1 1/2 billion pounds annually. While a large part of this production will be needed for direct war requirements, the quantity available for civilians will be many times as large as it has been in the past year.

Soya products already have played a significant wartime role. Rich in valuable protein, minerals and vitamins, they are readily adaptable to large scale use as a human food to supplement meat, milk and eggs. Most of the production has been needed to meet expanded war requirements thus far, and large quantities have been used in the military diets of the Allies for fortifying cereal foods, meats, and other products.

The Moon Shines Dark on the Moonshiners!

Moonshiners were put on the strictly "non-essential" list this week when the War Food Administration issued FDO No. 51, which prohibits the delivery of or use of edible molasses "for the manufacture of beverage spirits." The illicit still owner, when his supply of sugar was cut off, turned to molasses as a substitute. But the new order carries rather heavy penalties (as do all food orders) for its violation, and the "moon-shiner" will now have the Government to cope with in more ways than one!

That there is no severe shortage in molasses as yet is indicated by the fact that FDO No. 51 limits acceptance of this product by any food manufacturer or blender in excess of 100 percent of a yearly supply, without specific authorization. The term "yearly supply" means a quantity of molasses equal to the amount processed or used in food during the 12-month period ending June 30, 1941. The purpose of this part of the order is to prevent hoarding or waste. However, since cereals are far from being on the ration list, and since we'll have the same amount of molasses as in 1940-41, it looks like wheat-cakes and syrup will still be with us!

More Spices for Pickling

Black pepper, white pepper, cinnamon, and allspice will be available for preserving in slightly larger quantities this summer, as a result of an amendment to FDO No. 19. The quota of peckers and industrial users was changed from 45 to 60 percent on black and white pepper; from 30 to 40 percent on cinnamon, and from 75 to 115 percent on pimento (allspice) -- all on the basis of 1941 deliveries, and figured by separate quarters of the year. All of which will help housewives who like to put up beets, pickles, cucumbers, mustard, peaches, and other foods which need a touch of spice.

War Ration Book Three

War Ration Book No. 3, which provides new stamps to replace those running out in existing books, will be distributed through the mails to more than 120,000,000 individuals in July. There will be no schoolhouse registration. Under a plan worked out jointly by OPA and the Post Office Department, the mailing of a simple postcard application will bring Book 3 to everyone.

Application forms, good for a single person or an entire family, will be dropped in every mail box by postmen between May 20 and June 5. The head of the house will fill out the cards, which are pre-addressed to OPA mail centers, for the entire family and post them between June 1 and June 10. OPA mail centers will begin sending out the books late in June. The distribution of the application cards and the new books is the biggest single job ever handled by the Post Office Department.

In announcing the "Direct Mail" plan, Price Administrator Prentiss Brown pointed out that Book 3 is only a replacement book. It contains a new supply of stamps to take the place of those now being used up. Those who are stimulated into panic buying by other rumors will be foolishly doing just what our enemies want us to do.

War Ration Book No. 3 combines "unit" stamps -- already familiar under the sugar, coffee, and shoe programs -- and "point" stamps -- such as housewives have been using to buy canned goods, meats, and fats for several weeks past. There are eight pages in the new book. Four contain a single alphabet of brown point stamps in the usual 8, 5, and 1 values, while each of the center four pages holds 48 unit stamps with each page identified by units of armament planes, guns, tanks, and aircraft carriers.

No immediate use will be made of the new replacement book. The unit stamps will be used for coffee, sugar, and shoes when Book 1 runs out in the fall. The point

stamps provide a safeguard against the possibility that the red stamps in Book 2 will run out before the issuance of Book 4. This latter book is in the drafting stage and will contain red and blue point stamps, much the same as in Book 2, and will be used for the same programs (processed foods and meats-fats).

At the present rate of "spending", the red stamps in Book 2 will be exhausted around October 1 and the blue stamps by the end of that month. Present plans call for the distribution of Book 4 during August or September. However, in case of unforeseen delay, the point stamps from Book 3 will tide consumers over.

Tell these facts to your listeners, and step hard on any other rumors.

There'll Be Some Changes Made Today

You've doubtless studied the new table of consumer point values for meat, fats, fish and cheese, and are aware of the 25 reductions and the 16 increases, all of 1 point each. Inasmuch as most of the reductions are on veal and pork variety meats, you broadcasters can help by featuring these on your programs. Many homemakers consistently overlook their high nutritional value. They are excellent sources of high-quality proteins, certain essential minerals and vitamins. Liver, for example, is an important protective food. Pork liver, however, is not only more economical in price than calf liver but contains vitamin A, the three B vitamins, and iron. Recipes and suggestions for the use of all the variety meats should certainly form a part of your programs these days.

The reduction of salad and cooking oils from 6 to 5 points is also welcome news. So is the complete removal of the convenient bouillon cube from ration list.

The increase of one point on several steaks and roasts of beef, veal and pork makes these even more of a luxury for the average person, of course. The broadcaster who suggests the appetizing use of the cuts which are lower in point value as well as in price is doing listeners a real service.

Those Black Black Markets

You might casually tell your listeners that every time they buy black market meat they may be destroying materials which would save some soldier's life on the battlefield.

Over and above the actual meat for food which is lost to the legal trade by such operations, strategic materials are wasted such as surgical sutures, adrenalin, and vital insulin.

Sutures are used surgically to draw together the edges of a wound. Adrenalin is a drug used to check hemorrhage and to stimulate the heart. Insulin, among other uses, retards the formation of sugar in the blood of diabetics.

Black marketers of meats, working secretly and in haste, slaughter the animals, often under insanitary conditions, and keep for sale only the principal cuts, throwing the rest away. The legitimate slaughterer operates under a permit system and is required to have facilities for preserving all the important parts of the carcass.

Other elements wasted in illegal slaughtering would help the farmers meet the shortage of fertilizer and high-protein animal feeds. Hearts, kidneys, tongues, livers, sweetbreads, and other edible parts of the carcass which would help out in our meat shortage are wasted with abandon. Gelatin for military photographic film, hides for leather, tannage, bone meal, fats for glycerine, and other products "go up in smoke" when the black marketer slaughters.

Fresh Food Round-Up

Rationing of canned vegetables shouldn't have your thrifty homemakers worried these days...the supply of nutritious spring vegetables on the wholesale markets is looking up. Tops among the best buys are squash and snap beans. And these two health vegetables make excellent menu companions in taste and color.

It's the peak of the season for Florida squashes right now--the quality of the current crop is good...the supply plentiful...and the price reasonable. Delicate in flavor, this Vitamin A-rich vegetable blends with almost any meat or other vegetable you may serve. It's a cinch for the dinner you get up in a hurry, too...because it's a quick-cooking vegetable. Simmer squash for about 15 minutes until tender, in a minimum amount of water, to keep them from scorching. Or "pan" them...cooking them in a covered pan with added fat, and no water at all. If you have left-over squash from one meal, remember it's an old New England favorite as a pie filling, made like pumpkin pie. As an exciting experiment you might use masked squash in muffin or corn-bread batter.

Snap beans should provide everything you're looking for in a good spring vegetable. They're in plentiful supply...their price is even more reasonable than it was last week...they're one of the richest vegetables for food value. In cooking, remember they're done as soon as they're tender...and they should still be firm enough to chew. Mushy beans aren't up to the standards of good cooking...but that's the way they'll be if you cook them very long.

Bermuda onions from Texas are arriving in more liberal supply throughout the Southern Region. They'll add pep to any vegetable dinner...use them plentifully for seasoning of salads, meat sauces and soups. And they're delicious sliced and served with other cooked vegetables.

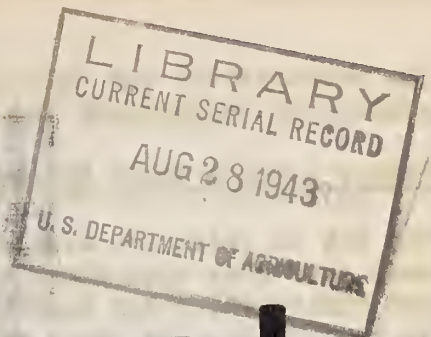
The little green English peas are here in moderate volume. They're continuing to move into wholesale markets from Georgia and South Carolina, and the Mississippi crop is just beginning to roll in and should last through May. They're an excellent source of food value. Remember to keep the cooking water they're prepared in--it's full of these food values, and improves the taste of the peas if served in the same dish with the peas.

Asparagus is the week's specialty for semi-luxury items. The season is just about over, so you asparagus fanciers should take advantage of their moderate supply this week. The Central Georgia and South Carolina asparagus crops will be practically gone in about two weeks.

Here's good news for those of you who have missed your cabbage--the food of the king and the peasant. Though still relatively scarce, it's more plentiful this week than for some time. The scarcity of cabbage is due to the enormous demand, the light supply of competing vegetables, and the difficulty of distribution.

Florida's spring crop of grapefruit and oranges was a good one this year...as indicated by the continuous supply over the past several weeks. They're still plentiful, and for your health's sake, grapefruit and oranges are among the best fruits you can buy. Take advantage of their Vitamin C content while they're still reasonable...and plentiful.

The Fresh Food Round-Up is based on general supplies and movements of fruits and vegetables. It's advisable to check local markets to make sure these seasonal products are available in your community.



Radio Round-up on food...

A Service for Directors
of Women's Radio Programs

Atlanta, Georgia
May 8, 1943

Three Squares A Day For The Youngsters

Dr. Thomas Parran, Surgeon General of the U. S. Public Health Service, and Dr. W. H. Sebrell, Associate Chief of the Nutrition and Food Conservation Branch of FDA appeared on a recent radio program in a discussion of food for the working adolescent, and brought out some very interesting and important facts. Dr. Parran recalled that about one-fourth...yes, he said one-fourth...of the 18 and 19-year-olds examined under Selective Service were found to be unfit for military duty, and that many of these rejections are undoubtedly due directly or indirectly to poor nutrition. He pointed out, too, that these youngsters grew up in an era of peace and relative plenty, and said he wondered what would be the physical condition of our wartime youth a year from now. Calling attention to the fact that two million boys and girls between the ages of 15 and 18 are at work today, and that when the schools let out for the summer, there will be many more, Dr. Parran said: "Food for these adolescents must provide the energy not only for their regular growth. It must provide for the extra demand their work will make on their bodies."

Dr. Sebrell then said: "I am sure that not enough parents give proper thought to the health of these youngsters. Of course, we don't want to hold back the young people anxious to get into war work; but we do want to make certain they are fit to do a good job, and that the work will not undermine their health."

Dr. Parran agreed with this statement, saying: "You are certainly right there, Dr. Sebrell. A great many fathers and mothers today worry about their boys in the Armed Forces, but give too little thought to the safety of the younger brothers and sisters working on the home front. They have less cause, really, to worry about the health of boys in the service. Our teen-age soldiers and sailors are the best-fed youth in the world. I am not so sure of the youngsters at home."

Dr. Sebrell's rejoinder to this was: "Yes, I'm afraid we're falling down on that job. But we don't need to. All we've got to do is make sure our boys and girls get three square meals a day."

You broadcasters can help to meet the problem of three square meals a day, by presenting suggestions for good nutrition and properly balanced meals.

Butter's Worth Eight Points Everywhere

One way in which you broadcasters can be of real service to your listeners is to make sure they understand all the rationing rules and regulations. For instance, the family which has been buying butter and other dairy products from a farmer in the country for years may be continuing this practice...transportation difficulties allowing. We're wondering whether every such family and every such farmer understands, however, that an 8-point red stamp must be exchanged for every pound of butter purchased. The transaction which takes place outside of the regular market seems so much less formal that there might possibly be a misunderstanding. A pound of butter is worth 8 points wherever it's sold...and if those 8 points aren't given to the seller (for him to turn over to his local Rationing Board, of course), then the purchaser gains 8 points to which he really isn't entitled. This means an unbalancing of the rationing program, and is, in effect, a black market transaction.

Speaking of the Black Market

The black market in meat continues, in spite of the strong feeling against it on the part of the great majority of citizens. There's not much to be learned about the black market when you try to look it up in reference books, encyclopedias, and such, but from various sources we've heard that whenever there's been a food shortage, for any reason at all, from ancient times to the present, a black market always has sprung up. There are always people who'll stop at nothing to make money, who'll encourage human weaknesses and desires, who'll place profit above patriotism.

We've told you, and you've read and heard from many sources, about the unsanitary conditions under which some of the black market meat is produced, about the criminal waste of valuable food and by-products which takes place, and about the unbalancing of the food program which results from this illegal traffic. We've explained the slaughter permit regulations, the rules governing the use of red stamps by consumers, the importance of observing ceiling prices on meat. You've doubtless used all this material in broadcasts from time to time, and have called on both retailers and consumers to cooperate in the effort to stamp out the black market.

How about making a straight patriotic appeal...bringing the matter home to your listeners by making it very personal? There aren't many families now who don't have some relative in the Armed Services...and it's hardly possible that there's any listener who doesn't have at least a friend in uniform. Ask your women listeners whether they begrudge that soldier-son the meat he needs to keep his hand steady and his eye clear in the steaming jungles of New Guinea or the desert outposts of Tunisia. Ask them whether they want that sailor-husband to face short meat rations on the long cold run to Murmansk. That daring young man in the P-38...he might be anybody's sweetheart...needs to have a good, hot meal with meat when he comes back to earth after a hard day's work in the clouds.

If the "factual approach" has left your listeners cold...if they're not in the mood for sharing with their neighbors...if the country's war effort plays second-fiddle to their own petty preferences...then perhaps you need to shock them awake. It might be worth trying.

Beef Quotas Suspended

You've probably read about Amendment No. 2 to Food Distribution Order 27, which

suspended for the month of May all temporary beef quotas and increases in beef quotas for butchers and local slaughterers. This amendment has two purposes... first, making more beef available to the Armed Forces, (which in some cases have been unable to meet pressing requirements)...secondly, providing a more even distribution of available civilian supplies.

As you probably know, the temporary increases in butchers' and local slaughterers' quotas were granted under certain emergency conditions, with the idea of relieving local meat shortages. They accomplished this and in many instances, but they also resulted in the diversion of beef cattle away from slaughter houses on which Government agencies, including the Armed Forces, have to rely. This in turn resulted in a cut in the supply of beef available for Government purchase and for those consumers who depend primarily on inter-state shipments.

In the long run, beef will be much more fairly distributed on a country-wide basis, though some areas now receiving beef largely from local slaughter may experience a slight reduction in supply. The situation should improve as the beef now going into local slaughter makes its way to consumers through normal commercial channels.

Community Canning Success Story

Here's an interesting story from Princeton, N. J., which may prove an inspiration to any group planning a Community Canning project...we present it for any use you care to make of it.

A committee was formed from all the local organizations interested in canning... hospital, schools, Red Cross Disaster Relief Committee, garden club, etc. Here's the way the activities were divided up, in the words of the Chairman of the Community Canning Kitchen:

"The Garden Club financed the project.

The Borough furnished garbage disposal and transportation when needed.

The Nutrition Committee of the Defense Council cooperated in innumerable ways.

The local newspapers gave us free space for advertising.

The Boy Scouts and the students of Princeton picked fruit.

The labor was all voluntary, not a penny being paid for it. Morning and afternoon shifts were formed from a cross section of the women of Princeton. The kitchen was operated from July 1st to August 28th, from nine to six o'clock, every day of the week except Saturday and Sunday. All the produce that was canned was donated from private gardens, except the very small percentage that was brought in by individual women to can for their own use."

Various sizes of 2,632 containers were put up, of which 2,009 were donated to the schools, the hospital, the Disaster Relief Committee, and to the Welfare and Social Service Departments...11 organizations in all. The following foods were put up: Apples, apple juice and sauce, and crab apple jelly; beets; carrots; cauliflower; corn; shelled, string, lima and wax beans; Damson Jam, grape juice, jelly and butter; peas; peaches and sauce; plum jelly and marmalade; raspberries; tomatoes, juice and chili sauce.

In addition to the domestic science equipment and facilities, which the Board of Education allowed them to use, one 7-qt. pressure cooker and three 7-qt. water baths were purchased. Four various size pressure cookers were borrowed from individuals.

The chairman reports that spoilage was negligible, not more than 20 jars having proved unservicable. She went on to say: "We feel that the kitchen proved to be

- 4 -

of inestimable value to the community, and that the work will be much greater this summer as a result of the point rationing of canned goods, and the Victory Garden program.....We expect to have one paid worker who will be there every day, as we feel we must be sure of consistency in the method of handling the increase in production. We are a little concerned about pressure cookers, as many people who loaned their cookers last year do not feel that they can spare them or run the risk of wearing them out with no chance of replacing them. However, we have applied to our local Home Demonstration Agent, who is familiar with the kitchen's work last year, and she will do all she can for us."

In connection with this, you'll doubtless be interested to hear that two programs are under way for the establishment of community canning enterprises. The first plan involves the transfer of existing WPA food preservation equipment to FDA regional offices, which has been completed. This will remain in the hands of the sponsors of community feeding and community food preservation groups on a loan basis. Equipment now in warehouses will be allocated through the regional offices of FDA.

Under the second plan, new equipment in the institutional or hotel size, (which is being manufactured from steel allotted for this purpose) will be sold to communities who want to buy. Applications must be made by groups desiring this equipment, and allocations will be made to the regions on the basis of their need and what they already have on hand. The County Extension Agent and the State FDA supervisors will handle the application for priority ratings.

We may as well face the fact that the supplies of canning equipment will be inadequate to meet the demand, which means that they must be used as effectively as possible. You will note, in the Princeton story, that mention is made of the fear that people who loaned their cookers to the community kitchen last year may not want to do so again this year. It's true that such use of home canning equipment is very hard on it, and for that reason, the institutional or hotel size is much more practical for community service. Wherever it is possible to obtain this, it will be well to do so, and reserve the home equipment for neighborhood use.

Working Together To Win

Here's an angle for you broadcasters to consider...recommendations for you to make to your listeners of ways in which they can work together to help win the war. Tell them to get acquainted with their neighbors...whether those neighbors live in the next house, the adjoining apartment, or miles away on the nearest farm. No matter how rugged an individualist a person is, wartime is the time for community or neighborhood cooperation, because that's often the simplest and most effective way to get things done.

Farmers are using their individual initiative to think out ways to help each other. They're lending farm machinery, salvaging parts of old equipment for their neighbors to use if they don't, pooling cars, swapping labor. They're really following the example of the frontier families who banded together for the common defense in times of peril. The solution of many problems is much simpler than that of the farm machinery shortage. For instance, one young mother might elect herself to be a one-woman nursery school, and take care of all the neighborhood babies while the other women are working away from home. Or a neighborhood meeting can be held to decide who should specialize on what in home gardens...each person to grow what he or she does best with...and then arrange for a swap as the crops come along. In many areas, the county home demonstration agents can be of much help in setting up such a project.

Many a town family will be working its Victory Garden this year, of course, and neighbors can certainly work together to save money and materials. Two families ought to be able to arrange their garden schedules so they can share the same garden tools...and they, too, will find that they can share their crops through exchange. Sharing experience is another reason for getting together over town gardens. Veteran gardeners have the opportunity of a lifetime to show the rookies how to make vegetable seeds grow to look like the pictures in the seed catalogues!

Town and country are coming closer together as they join in the fight against food shortages. The Women's Land Army already is in the process of organization, and is scheduled to help tremendously in supplying farm labor. A county in Indiana has organized what they call a "Women's Relief Battalion" to answer emergency calls from farmers to help with the crops. Each work crew in this battalion will have for a leader a woman who once lived on a farm. The President of the General Federation of Women's Clubs has asked all federated clubs to stay in session this summer, which means $2\frac{1}{2}$ million women on the alert to help with the food production fight.

Announcements and other information will soon be coming your way about plans for organizing the U. S. Crop Corps. Radio's part in this campaign has been cleared with OWI. We hope you will cooperate with the local Extension Service agents who will handle Crop Corps recruitment and placement in your area.

This process of getting together won't stop at the harvest...there will be food to preserve, of course, by canning and drying. That means that veterans will have to help novices, and that pressure cookers and home dehydrators will have to be shared. Every man, woman, and child who's helping in the production of food must use food wisely and conserve it to win the war.

Behind the Scenes in North Africa

Food played an important part in our invasion of Africa...which the general public doesn't know much about. This story bears out the necessity for conserving food here at home.

Before the arrival of the United Nations in Africa last November, the Nazis had stripped the land of its resources and left the people hungry and ragged. Axis agents had shipped out everything that was movable. The small amounts of food left were hidden on farms, since there was nothing to exchange for them in the cities.

A few days after the Allies landed in North Africa President Roosevelt said: "No one will go hungry or without the other means of livelihood in any territory occupied by the United Nations, if it is humanly within our power to make the necessary supplies available to them."

In the following four months 126,184 tons of food, clothing, medicines and other necessities of life were shipped to North Africa from the United States under Lend-Lease. They included 200 tons of seeds to help raise food locally for our forces. It is estimated that 50 million dollars worth of Lend-Lease supplies will be delivered by next June 30.

What happened? Military men tell us that the cooperation of natives was an undoubted factor in the African campaign...that without that cooperation, operations would have been greatly delayed or could even have failed. One of the strongest reasons for the natives' confidence in us was that we came bringing food. We came with a message of hope for the future...milk for children...medicine for the sick...a promise of Democracy that contrasted vividly with the desolation left by the dictators. The Axis took away...the United Nations came with their arms loaded. That was a simple but an overwhelming argument.

It has cost us a pitifully small amount...as compared to our storehouse here. Less than six percent of our total food production in 1942 went into Lend-Lease for England, Russia, China, North Africa, and all the other countries combined. But the half million dollars worth of medical supplies, the million and a half of milk, the two million of seeds, and all the other shipments meant billions and billions in good-will and actual help in winning the war.

In addition, the ships which took supplies to North Africa brought back to British and American ports essential raw materials...materials the Africans were willing to give us in exchange for food, but which they had withheld from the Germans. Already more than 240 thousand tons of phosphate rock have been sent to Great Britain, which needs this fertilizer for its intensive programs. These shipments will reduce Britain's need for phosphates from the United States, and thus save shipping space. Cobalt, manganese, and steel alloys of which we are short are coming from Africa. Part of our shipments to that continent have been paid for in cash by those who had the money to buy, but nothing to purchase. We hope to receive wheat, fruits and vegetables, lamb and mutton, olive oil, and other foodstuffs as Africa gets back on its feet -- for the country is normally a surplus producer of these commodities.

Keep Calm!

Here's the "run" of a day's correspondence from one of the State offices of the Food Distribution Administration, to which complaints on food shortages find their way, and where every possible effort is made to correct real inequities or hardships:

A bank cashier reported a critical food shortage in his small town. On investigation of a number of stores in the community, no store was found that was not plentifully supplied with meat of one kind or another, and the only real shortage was in beef and a single brand of shortening.

A chamber of commerce secretary wrote Prentiss Brown and Chester Davis, stating that the food situation in his city was critical. The FDA State Supervisor called on this gentleman, and he agreed that there was no serious shortage of any essential foods to serve all rationing coupons which were presented, except as it related to specific brands of processed foods.

A newspaper article cited a serious shortage of meat in its local community. Grocers in the city were called on, and although it was found that little beef was available, plenty of other meat was on hand and other food supplies were adequate.

Acting upon complaints coming to the Washington office from several sources, the FDA State Supervisor spent considerable time in one rather large city, contacting grocers. The only reports of any "shortages" he found came from one grocer who had been unable to buy canned sweet corn and from numbers of grocers who indicated a fairly general shortage of beef. Other meat was plentiful, however.

These four situations are typical of many. After constant investigation, it is usually ascertained that someone has been unable to buy a certain type of meat or his favorite brand of canned food or chewing gum and hysterically reports a "desperate food shortage."

There are shortages of specific kinds of food. These are expected and will continue and grow worse as the war wears on. There are a very few cases of some general shortages, and the FDA is acting promptly to clear these up by rushing in food, by increasing quotas, or by other courses of action. (Such situations exist mainly in cities which have doubled or trebled their population in a short time,

due to war materials production. The FDA follows these cases closely, and none are allowed to get out of hand.)

No American is going hungry. We may as well make up our minds that we can't always get the exact type of food we want. You can help the War Food Administration by urging your listeners please to keep calm. Don't be alarmed because the store may be out of certain foods now and then. Use your imagination as to the alternate foods that are available. There's enough food for everyone.

Don't Be Fooled!

If an ice cream dealer refuses to sell you ice cream unless you buy a certain amount of sherbet along with it, and tells you it's a government regulation - he's not only telling an untruth, but is doing something which has absolutely no legal basis. Tie-in sales are definitely prohibited by the OPA, unless such sales were a trade practice in March, 1942. Therefore, no dealer can require a customer to buy sherbet in order to get ice cream in bulk, or a sundae in order to get a dish of ice cream, unless he's been doing that for a year or more past. The number of stores in which this has been a practice is certainly very limited, if there are any.

We've heard that some dealers are saying that this is a part of the ice cream order issued early in the year by the USDA. As you doubtless realize, the purpose of this order was to save milk. In effect, it cuts the amount of ice cream which can be manufactured, in order to provide more fluid milk, and more of other important dairy foods. It contains no provision for any form of ice cream rationing, and any action of this kind is something the dealer does on his own responsibility.

Destroy Stamps If You Don't Use 'Em

Tell your listeners to destroy any unused red or blue ration stamps after the expiration date has passed - we've just learned that some dishonest retailers have taken those stamps from the books of customers and used them to build up their own inventories. If the stamps are not used before the expiration date, they should be torn out by the bookholder, and destroyed. Remember, unused ration stamps mean more rationed food made available to those who need it. It might be well to remind consumers that they're actually doing the country a patriotic service by using fewer than their allotment of ration stamps.

Coming Events

Watch for news on home canning to be released on Monday, May 10, by OPA. This will cover the regulations regarding sugar, the selling of home canned goods, community canning enterprises, and so forth. We'll give you more information in the next RADIO ROUND-UP.

Down Come Prices!

If there's any doubt in the mind of any homemaker that the Government is vitally interested in the welfare of civilians, it should be put aside by the order of Price Administrator Prentiss Brown on Saturday. He ordered a 10 percent reduction in the prices of meats, coffee and butter, effective June 1, even if it takes a Government subsidy to the producer. Administrator Brown estimated that the program would cut retail pork prices (from present levels) about 4 cents a pound; beef and veal about 3 cents; butter 4 to 5 cents, and coffee about 3 cents. The Government is watching civilian health and nutrition and welfare closely. If people fully realize this, they will rest more easily and cooperate more whole-heartedly in the over-all program that is so necessary to the war effort.

Fresh Food Round-Up

Heavy shipments of snap beans are coming into most markets from the Lake Okeechobee region in Florida. A word on selecting good beans: If you get pods that are all at about the same stage of maturity, they'll cook evenly. Bright green, clean pods that are free from blight spots are best. Firm, crisp, tender beans will snap readily when broken. A dull, dead or wilted appearance may indicate that the beans were picked several days before and are no longer of the best quality. And a note on cooking them: Keep the cover off as they cook, and they'll stay a bright green color.

Yellow summer squash is rolling to market in heavy supply. The good quality and low price of squash in comparison with other vegetables should make them one of the best items in retail stores. In one market there was even some spoilage because of heavy supplies. You can help the situation by urging your listeners to serve squash often now at the peak of the season.

Asparagus shipments out of Georgia and South Carolina have been light. While the price is moderate, the quality, generally, is only fair. To choose good asparagus, look for fresh, tender, firm stalks and compact, close tips. You can tell if the stalk is tender by sticking it with your thumbnail. If the stalk punctures easily, it's tender. Tell your listeners to enjoy their asparagus while they may. ..the season is almost over.

Cabbage is approaching more normal supply and price. Now it's only a little more expensive and a little less plentiful than usual for this time of year. That's good news, for cabbage contains all the vitamins, in varying amounts, from A to C...no, not Z! But that's five of the vitamins, and a good score for any food. Cabbage is a good source of calcium and iron, to boot.

The nutrition-conscious, looking for their daily supply of vitamin C, can get it from oranges, grapefruit, or cabbage. Of course, the citrus fruit offers a larger share of the vitamin. The supply of oranges is holding its own, but grapefruit shipments have fallen off a little. The price of both fruits remains about the same as for the last few weeks.

A few English peas are coming out of South Carolina, Georgia, and Mississippi. You can tell quality by the color and condition of the pod. It should be bright green, somewhat velvety to the touch and fresh in appearance. If you're interested in saving food value (and who isn't, these days?), keep the pods in a cool place, don't shell your peas until just before you're ready to use them, and cook them quickly in a minimum of water.

Texas still holds the spotlight for onion shipments. And just because there are some green onions on the market, don't neglect these big mild onions. They offer many a tempting dish...creamed onions, onion soup, fried onions, and stuffed baked onions. A moist stem might mean decay, so avoid it. Select bright, hard ones with dry skins.

Strawberries are available in small quantities. They're a luxury this year in most markets, and homemakers should look carefully for quality.

The Fresh Food Round-up is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these seasonal products are available in your community.

Reserve

1.942
F3R11A

LIBRARY
CURRENT SERIAL RECORD

JUL 3 - 1943

U. S. DEPARTMENT OF AGRICULTURE



Radio Round-up *on food...*

Atlanta, Georgia
May 15, 1943

Watch For Those Prices

Monday, May 17, is the day the cents-per pound ceiling prices for specific cuts and grades of beef, veal, lamb, and mutton become effective all over the country. OPA has divided the country into 10 zones, and each of your broadcasters will want to become familiar with the price schedule in your particular zone. You'll find that the prices of all beef steaks and roasts and several types of beef stew meat are reduced from those established in the original regulation. Lamb and mutton prices are reduced in some instances. Retail ceilings for wholesale cuts are lowered for each of the three kinds of meat. Prices of veal cuts and of beef hamburger are unchanged. Additional cuts of beef, veal, lamb and mutton are given specific ceiling prices for the first time.

These ceilings will help to hold the line, according to the policy established by the President's order of April 8th. It is estimated that these ceiling prices will effect a slight reduction in the retail prices of meat, as shown in the February cost-of-living index, and the decrease from March and April index prices will probably be even greater. Maximum pricing by zones for the five grades of meat is established for two broad divisions of retail stores. Prices are a bit higher for the smaller stores with higher operating costs.

The specific prices are tied to five grades of meat, and dealers are required to post the grades of meat they display, and to segregate the various grades in their store displays. This will enable consumers to check the ceiling prices, and will certainly do much to prevent hidden price increases. It will also make possible a much easier enforcement of the price regulation, and in this way will help the consumer to recognize a Black Market in meat.

Meat Grading has been carried on by the Department of Agriculture since 1926. The wholesale prices of meat are fixed according to grades by OPA and prices for different grades are fixed at retail. You might well tell your listeners to check on the following points when buying meat:

1-Look for the quality grade stamped on the meat - if you do not see it, you can ask to see the grade stamped on the larger piece from which your cut was removed.

2-The letter-grade indicates that the meat was graded and stamped by a slaughterer; This stamp is required to appear only once on each wholesale cut. The grade-name, preceded by "U.S." means the meat was Federally inspected, graded and stamped by officials of the USDA.

3-The round purple stamp on the meat saying "U.S. INSPECTED" means the meat was approved for food when it left the packing plant.

4-The slaughterer's permit number must appear on all meat not federally inspected.

5-Always compare the price and grade of the meat you buy with the ceiling price list posted in the store.

Following is the list of USDA grades and equivalent OPA grades:

<u>KIND OF MEAT</u>	<u>USDA GRADE</u>	<u>OPA GRADE</u>
Beef, Veal, Lamb	U. S. Choice	AA
Beef, Veal, Lamb	U. S. Good	A
Beef, Veal, Lamb	U.S. Commercial	B
Beef, and Veal	U. S. Utility	C
Lamb	U. S. Cull	C
Beef	U. S. Cutters	D
Beef	U. S. Cannors	D
Veal	U. S. Cull	D
Mutton	U. S. Choice	S
Mutton	U.S. Good	S
Mutton	U. S. Commercial	M
Mutton	U.S. Utility	R

Cutter grade in beef is available in a limited quantity to consumers at some markets, chiefly in rib or loin cuts, occasionally in round steak. Canner, as its name indicates, is used almost exclusively by commercial processors for canned products, bologna, and similar items. Cull grade in veal, lamb and mutton corresponds in grade and use to both cutter and canner in beef.

OPA has announced, in connection with these price ceilings, new lamb and mutton grades, which, in general, are designated the same as in the case of veal. One new class, however, namely yearling, now appears for the first time in the lamb and mutton grading category. You may want to remind your listeners that, in general, lamb is meat from an immature sheep, up to one year old; yearling is from a semi-mature animal, one to two years old; mutton is from mature animals - those over two years old.

Holding The Line

The President's hold-the-line order is behind the OPA program recently launched, under which orders were issued in 130 metropolitan centers establishing cents-per-pound prices on more than a score of principal food products. These affect the smaller independent retailers, and you should watch for the community-wide, dollars-and-cents top prices which will be established for the large stores, probably to be announced May 24.

The setting of dollars-and-cents ceilings, effective May 17, for every store in the country selling beef, veal, lamb, and mutton, was the second phase in the hold-the-line program. The third phase will bring the rollback of prices early in June on those meats, plus coffee and butter.

On Sunday, probably before this reaches you, additional community-wide prices will be announced on principal kinds and brands of canned vegetables and fruits. These prices will be set for all sizes of stores.

The OPA administrator says that the establishment of flat, community-wide prices is the biggest step yet taken in decentralizing and simplifying price control. He points out that this action puts the enforcement of food price ceilings in the hands of the housewife, and of the price panels rapidly being added to the local war price rationing boards. He recommends that every shopper clip from the newspaper the lists of community price ceilings, and check these against the prices she is asked to pay. Violations should be reported to the price panels for investigation.

Soya As A Home Front Food

You've probably been hearing about soya products we are sending to the hungry people of Greece, Russia, and other countries, and perhaps wondering what is being done about these products for our own people. In a radio broadcast Mr. Don Payne, Senior Technologist of the Grain Products Branch, USDA, recently told homemakers that they could not expect any great volume of soya products until the fall. However, plans are being made and expansion is predicted.

Mr. Payne said that the Department aims to get soya products in stores all over the country just as fast as it is possible. It is too early to say just what the manufacturers will put on the domestic market. But from present plans -- some of the mixes will be in our stores -- maybe breakfast cereals, soups, pancake mixes -- maybe biscuit preparations too. There will be two types of flour...Some with all of the natural oil of the beans...some of a low fat type, which means most of the oil has been removed in the processing. Of course, the oil will be used for other wartime purposes. There should be soya flour and soya grits in the stores too.

Grits are simply flour in a coarser form. Homemakers will mix them with other foods -- much the same way that food companies will use soya in the prepared mixes. Homemakers will probably use the soya products in quick breads, gravies, stews, with breakfast cereals, and meat loaves. They will not use them in place of wheat, rye, or any of the now common flours. The main purpose of soya flour is to build up the protein of other foods.

According to Mr. Payne, the story of soya products is definitely one of nutrition. Soya products are packed with high quality protein -- that means they're the type of foods children need for good growth. Soya products are an excellent source of proteins for adults, too. You can remind your listeners that they can get at least two-thirds of their protein from foods other than meat...whether they work at hard, manual labor or sit at a desk. This is all part of the reason we're trying to make just as much of the soya products as possible available for the United Nations and the folks at home.

As for an actual prediction of soya products that will be available for homemakers, it can only be an estimate. By the middle of the fall the increase should start. The nation's capacity for making these products is at present only about 400 million pounds annually, and all of this, or almost all, has been required for shipping. But by December, according to our expansion program, the capacity will be one billion 400 million pounds annually. A reasonable amount of this will go for domestic uses -- the rest for the armed forces and Lend-Lease. Most of the plans for this expansion are already made and homemakers in our own country may expect to have the products to serve to their families within a few months.

Food When We Need It

The essential purpose of each Food Distribution Order is to distribute food supplies in the best manner possible, and we think you may like to tell your listeners this once in a while. It's often difficult for the average consumer to make a direct

connection between a Government order and her own personal affairs. For instance, FDO 17.1, issued recently, provided in general that all the raisin variety grapes grown in the raisin belt in California be converted into raisins. These are considered extremely important from a military standpoint, because they're a food which can be shipped and stored easily. If it had not been for this order, many of these raisin variety grapes would have been used for wine, or perhaps sold fresh. Now, however, they are directed into a channel in which they will contribute much more food for our fighting men.

One of the earliest orders issued, FDO 3, is another example of the purpose of food orders generally. You may remember that one provision of this order prohibited canners from selling canned grapefruit juice during the first three months of the year, while there was plenty of fresh grapefruit. Now that there's less of the fresh fruit in the market, however, we're glad to have the canned juice to fall back on. The heavy demands of civilians as well as the military on our food supply makes this type of regulation increasingly important.

Pectin Production Up

Fruit pectin, that handy helper of the home jelly and jam maker, is expected to be available in sufficient quantity to meet civilian needs in 1943. At a recent meeting of FDA's Pectin Industry Food Advisory Committee, it was pointed out that the production of pectin this year is the equivalent of approximately 6 million pounds of the powdered product, nearly twice the normal output. Government requirements will be less than half of that amount, which should mean plenty of pectin for home jelly making. You'll probably want to pass this encouraging fact along to your listeners when you're talking about the new sugar allotment.

Got Any Ideas?

We had a nice letter the other day from a woman's program director (it was a man!) who told us some of the ways he used the RADIO ROUNDUP. Every once in a while we get a hint or two of the wide interest in the ROUNDUP, and our mailing list is growing every week as a result of special requests. We're always curious...and it helps us turn out a better issue...when we hear from you broadcasters. How do you use the ROUNDUP? How can we make it more interesting and attractive? What are some of the questions you are getting from listeners...and how can we help answer them? It is always good to hear from you...even if it's only a postcard.

Solving The ShowCase Mystery

Mrs. Homemaker is penny wise but not "point" foolish. Point values have recently been reduced for some of the variety meats. She knows these cuts containing no bone and little waste are an excellent buy -- for pocketbook or ration book. Besides, they contain valuable nutritive elements.

Before the war, the only one of these meat specialties Mrs. Homemaker gave her family was liver, because she 'didn't know how to cook the others. This winter, with a shortage of the usual kinds of meats, she learned that delicious and healthful meals could be built around all of them. Now the butcher's showcase is no longer a mystery to her.

Mrs. Homemaker learned that methods of preparing these variety meats vary according to their own special characteristics; one type may have to be cooked a long time, another just a few minutes, and another may have to be "precooked" before actual preparation.

Brains and sweetbreads -- beef, veal, lamb, or pork -- are much alike in tenderness and texture. They are cooked and served in the same ways. Since they do not

keep well, they must either be used immediately after purchase, or be "precooked." This is how Mrs. Homemaker precooks the meats:

First she soaks them in cold water for half an hour, and removes skin and membranes. Then she simmers them for fifteen minutes in water to which one teaspoon of salt and one tablespoon of lemon juice or vinegar for each quart of water have been added. The acid helps to keep them white. After being drained and dropped in cold water, the meats are thoroughly cooked and ready for any further preparation. Either brains or sweetbreads can be broken into small pieces and scrambled with eggs; reheated in a well-seasoned cream or tomato sauce; dipped in egg and crumbs and fried until a delicate golden brown; made into croquettes; used in salad; or dipped in melted butter and broiled. Without precooking, brains or sweetbreads may be rolled in crumbs, browned in fat, and braised slowly for about twenty minutes.

Heart and tongue-- beef, veal, lamb, or pork -- are less tender, requiring longer cooking. A beef heart or tongue, the least tender, serves twelve to sixteen people or four people for three meals. A veal, pork, or lamb heart or tongue is smaller and more tender.

Both heart and tongue should be washed thoroughly in plenty of warm water. Some of the arteries and veins should be cut away from the heart. Soaking in sour milk helps to make the heart tender. It is usually cooked in water or braised. Mrs. Homemaker likes it best stuffed with a savory bread dressing and potroasted for three hours. Tongue, should be simmered slowly in water until tender, and skinned; then it can be reheated or served cold with a savory or spicy sauce.

Kidneys, long prized by the epicure, have a delicate flavor, and Mrs. Homemaker likes to use them often in her menus. Before cooking, they should be washed and the outer membrane removed, then split through the center and the fat and heavy white veins removed. Then they should be soaked in salted water or marinated in a well-seasoned French dressing for an hour, to improve their flavor. Beef kidney, less tender than veal, pork, or lamb, must be cooked in water or braised. The others are tender enough to be broiled, or used in any other way.

When Mrs. Homemaker serves these meats, she knows her family is well-nourished. And beef, pork, and lamb are just as nutritious as the higher-point-priced and more expensive veal cuts. Heart is a rich source of iron for red blood cells, and phosphorus for sound bones and teeth; and excellent source of the B vitamins for growth, appetite, and steady nerves. Tongue and brains are a good source of iron, phosphorus, and the B vitamins. Sweetbreads are a good source of riboflavin (vitamin B). Kidney is a rich source of iron and phosphorus, a good source of vitamin A (for good eyesight), and excellent for the B vitamins. All contain good quality protein.

Mrs. Homemaker's point budget is easy to figure this week, since she uses several of the low-point variety meats. She "spends" 63 of her 64 red-point allowances for husband and two children for the week as follows: 1 lb. butter (8); 2 lbs. other fats (10); 4 lbs. beef shoulder roast (bone in) (24); 1 lb. pork kidneys (2); 1 lb. calves brains (3); 1 lb. pork liver (5); 1 veal tongue ($1\frac{1}{2}$ lbs.) (7); $1/2$ lb. bacon (4).

Sugar for Home Canning

The story isn't quite complete yet, but you broadcasters can soon assemble all the information on home canning and preserving, in order to pass it on to your listeners.

It seems definite that a pound of sugar will be allowed for every four quarts (or

eight pounds) of fruits canned. A top limit of 25 pounds of sugar per person was first announced by OPA, but instructions have gone out to rationing boards not to allow more than 15 pounds per person...at least for the time being. This will include sugar for preserves, which was separate last year, and limited to one pound per person. Because of the demand for preserves as spreads for bread...to stretch the butter and margarine ration...OPA says that up to five pounds of your canning sugar can be used for preserves. (This might be changed if the limit is brought down from 25 to 15 pounds.)

OPA announces that plans are under way for simplifying the procedure for obtaining the canning sugar. It is likely that one or more of the stamps from ration book one will be declared valid for the first ten pounds of canning sugar. This would eliminate applications through the rationing boards to that extent, and save a lot of trouble for both the rationing boards and Mrs. Homemaker. If that procedure is followed, it would be necessary to go before the ration board only if you need more than 10 pounds of sugar for canning.

Remind your listeners that sugar is still a scarce commodity, and not to get more than she absolutely needs for canning. The Government is giving its citizens credit for being honest and conscientious. Let's not violate that precious fundamental of democracy.

And while we are on the subject of canning...if you have not already done so, we suggest you write to the Extension Service of your State College of Agriculture for bulletins on home food preservation...canning, drying, brining, etc.

Questions and Answers on Home Canning

Q. Does the sugar allowance of "one pound of sugar to each four quarts of finished fruit" mean that I must can all fruit with the same weight of syrup?

A. No, but you must make an average of four quarts of finished fruit for each pound of sugar you get. You may, if you wish, put up some of your fruit or fruit juices with no sugar at all, and make a heavier syrup for certain others.

Q. Must I declare the number of quarts of fruits and vegetables I have on hand when I apply for sugar for home canning?

A. No. However, the available supply of sugar for home canning is limited, and local boards may ask for information about your supplies and needs of home-canned fruit in deciding how much sugar you will receive for this season's canning.

Q. Why are sugar purchase coupons being issued in small denominations of 1, 3, 5, and 10 pounds?

A. To encourage consumers to buy sugar only as they are sure they need it. This will help save limited supplies of canning sugar, and at the same time make shopping easier for women who can and preserve in small quantities.

Q. May I ask a friend who has a pressure cooker in her kitchen to do my canning for me, if I supply all ingredients, and get back all of the finished food she puts up, without surrendering ration points?

A. Yes. If you contribute either the ingredients or the equipment or part of the labor required to can fruits and vegetables, you may acquire them without surrendering ration points.

Q. Must I give up ration stamps for canned foods which the local cannery processes for me, if I supply the ingredients?

A. You may acquire 100 quarts of such foods point-free for each person in your family, if your or your family raised the fruits or vegetables. However, these foods are considered commercial products, and if you acquire more than the 100 quarts per person, or if you wish to sell them, you must pay and collect points for them at the point value of commercially canned foods -- as given on the Official Table of Point Value of Processed Foods.

Q. May I give away as many quarts of home-canned vegetables as I wish if they require no sugar in canning them?

A. No. But each person in your family may give up to 50 quarts of home-canned fruits and vegetables without collecting ration stamps. If you wish to give away more than that, you must collect ration points from the person to whom you give them, although you need not ask for money payment for this food unless you wish.

Q. How many jars of jams and jellies may I give away?

A. Jams, jellies, and preserves are not rationed, and you may give away as many jars as you can spare out of your allowance of five pounds of sugar.

Q. What is the point value of home-canned food?

A. Home-canned food has a point value of 8 points per quart and 4 points per pound or per pint.

Q. May I sell canned fruits which someone else puts up for me?

A. Yes. But you must collect ration stamps at the rate of eight points per quart for every sale you make, regardless of who does the canning.

Q. I usually can several hundred quarts of fruits and vegetables to sell through the local farmer's market. May I continue to do so under rationing?

A. Yes. You may continue to sell home-canned fruits and vegetables, but you must collect 8 ration points for each quart sold.

Q. What do I do with the ration stamps I collect for sales I make of home-canned food?

A. You turn the ration stamps in to your local ration board any time during the first ten days of the month following the sale.

Q. Must I make any special report when I turn in the ration stamps I collect for foods I sell?

A. No. But you must keep a record of your sales.

Q. How do I get sugar for canning fruit for sale?

A. You apply to your local board on OPA Form R-315 for the amount of sugar you will need, at the rate of one pound of sugar for every four quarts of finished fruit.

Q. May I also apply for sugar for making jams and jellies for sale?

A. No. You may have only enough sugar for preserving fruits for the use of your family -- not more than five pounds per person.

Fresh Food Round-Up

Something new on the market! Well, new this year. Field peas, black-eyed peas, crowder peas, and lima beans, all are beginning to move out of Florida. Just in the last week, the price came down some.

The season is getting under way, so here's a word on selecting lima beans. The pods of the best ones are well filled, clean, fresh, and of dark-green color. Dried, shriveled, spotted, yellowed, or flabby pods may be old or affected by disease. Whatever ails them, better tell your listeners to avoid them. Sometimes, the beans are shelled before they're sold. If that's the case in your locality, you might point out that they should be plump and of a good green or greenish-white color. Shelled lima beans are extremely perishable. Kept under normal conditions, they're likely to become moldy or slimy in a few days. They should be examined carefully before they're bought. As for the peas, if the pods look yellowish they might be old or damaged.

Snap beans are holding their own on the market. The heaviest shipment of the season is coming from Florida now, despite the fact that a large part of the Florida crop is going to canners. Georgia is beginning to increase her snap bean shipments, but the crop there isn't as large as usual. Whatever the supply from Georgia, we'll have plenty of snap beans for a while.

Irish potatoes are beginning to put in their appearance on wholesale markets now. And a welcome addition they are! They're coming from Texas, Louisiana, Southern Alabama, and northern Florida. In a few days, South Carolina will be shipping them, too. However, we don't have as many potatoes as we might like. The yields so far have not been heavy and the demand for potatoes has exceeded the supply. Potatoes form a mainstay of the Army diet, and large quantities go to our fighting forces in fresh and dehydrated form. A lot of potatoes have been bought right out of the fields by truckers. That's the reason many potatoes aren't carefully graded. You might tell your listeners about the Victory grade of potatoes now on the market. It's composed of US No. 2 potatoes or better. Therefore, it doesn't contain the even size and quality we're accustomed to finding in the stores. However, the grade can contain no culls or decayed potatoes.

The late season for celery is at its peak now. Despite the good supply, the price stays about the same because of increasing demand for it. All the celery is good quality. A little cabbage is coming from Mississippi. It's selling for the ceiling price in most cases. We're getting some tomatoes from Florida. They're moderately priced and for the quality is generally good.

The Louisiana crop of strawberries is almost over. Under normal conditions, it would be finished in another week. But because of the late season, it may run some longer this year. There are still some in North Carolina, South Carolina and Alabama. But you have to pay a pretty price for strawberries anywhere this year, since late freezes damaged the crop severely and the Government is buying large quantities for military and export needs.

The Fresh Food Round-Up is based on general supplies and movements of fruits and vegetables. It's advisable to check local markets to make sure these seasonal products are available in your community.

Kill the Black Market in Meat

WHAT IS A BLACK MARKET ?

A black market in meat is the illegal sale or purchase of meat. It is buying or selling meat at higher than ceiling prices or without receiving or giving ration stamps.

Meat that should have been going through regular trade channels for fair distribution has been sold on the sly by racketeers.

Black marketeers will pay no attention to price ceilings. If you pay more than the ceiling, you will make it possible for black markets to continue. If your neighbor patronizes black markets, he takes part of your share—if you patronize them, you take part of his share.

Individuals dealing in black market meat have been too often interested in selling only the best cuts of meat. They wasted food such as hearts, livers and other edible portions, as well as by-products needed for medical and military purposes.

HOW DO YOU RECOGNIZE IT ?

If you are asked to pay more than the ceiling price for meat, you are probably in a black market. Ceiling prices became effective April 1 on pork, and April 15 on beef, veal, lamb and mutton.

If you do not have to give up ration stamps for meat, you are probably dealing with a black market.

Black market operators cannot exist unless they sell meat at higher than legal prices. It is only ill-gotten profits that keep men in black market business.

WHAT THE GOVERNMENT IS DOING TO FIGHT THE BLACK MARKET

The Government requires that every wholesale cut of meat show two stamps.

- (1) One is the permit number of the slaughterer.
- (2) The other is the grade stamp.

Every slaughterer who slaughters meat for sale is required to have a permit number. Permits are issued only to legitimate operators who conform to sanitary rules and other regulations.

WHAT CAN I DO ABOUT IT ?

- (1) Do not pay above ceiling prices.
- (2) Do not buy from a dealer who offers meat without ration stamps in exchange.

Prepared by the U. S. Department of Agriculture
for the Office of Civilian Defense

1.942A
F3R11A
op.1

LIBRARY
CURRENT SERIAL RECORD

JUL 3 - 1943

U. S. DEPARTMENT OF AGRICULTURE



Radio Round-up on food...

A Service for Directors
Of Women's Radio Programs

Atlanta, Georgia
May 22, 1943

How Much Meat For Workers?

That's a controversial subject these days, and perhaps you'd like to know what Dr. Robert S. Goodhart, Chief, Nutrition in Industry Division of FDA, has to say about it. He recently made this statement: "It would help workers to make the necessary adjustments in their food habits if they realized that there are foods other than meat which provide protein. Some workers do not seem to realize that poultry and fish are as valuable sources of protein as the rationed meats."

Leading nutrition and medical authorities say that one and a half pounds of lean meat a week is enough to maintain the health of any hard working man, provided that a variety of other foods are included in the day's meals. The foods recommended are poultry, eggs, fish, cheese, wholegrain or restored cereals, bread, peas, dried beans, lentils, soybeans, peanuts and other nuts, green and yellow vegetables, fruit and milk. For instance, an ounce and a half of chicken has more protein value than an ounce and a half of lean beef. Halibut has nearly as much protein value as the lean beef. A glass of milk provides 87.5% as much protein as an ounce and a half of lean beef.

As an aid to maintaining war workers' health, the Nutrition in Industry Division recommends that adequate food services be provided in plants and at mines, to supply workers with the additional meat and other foods available to them under the rationing program.

OPA regulations provide for food to be served in cafeterias or restaurants, in addition to the individual ration allowance. Additional rationed processed foods are now being provided for those isolated workers in areas where necessary supplies of fresh fruits and vegetables are not available. Regional representatives of the Nutrition in Industry Division, in the seven FDA Regional Offices, are now visiting war plants, giving practical advice on the service, equipment and menus necessary to provide adequate mid-shift meals for war workers.

US Department of Agriculture
Food Distribution Administration

War Ration Book Three

Are you hearing lots of rumors about the new War Ration Book Three.....what it's to be used for...what color the stamps are...when they're to be used...and so forth? Well, even though distribution is not to start until sometime in June, we're presenting the facts right here and now, so that you'll be able to answer questions.

In the first place, Book Three contains stamps to be used when the ones in Book One and Two run out...both the unit stamps, for coffee, sugar and shoes...and point stamps, for processed foods, meats, fats and cheese. This book has eight pages; four of them are point stamps, which are brown instead of red and blue, but which have the same point values as those in Book Two. The four middle pages are of black and white unit stamps, 48 to a page, all numbered the same, but easily distinguishable from each other by the designs of planes, guns, tanks and aircraft carriers which identify each page.

As you've heard, no doubt, Book Three is to be distributed by mail. People won't have to go the school house to get it. Postcard applications for the book will be delivered by the mailman. To take care of those who don't have their mail delivered, postoffices will have supplies of the applications on hand. The card will have three parts; the first will be an identification stub, which the applicant will tear off and keep; the second part has a place for the name and address of the head of the family; the third part contains space for writing the names of all members of the family for whom books are to be issued. All parts of the card contain the same serial number, you see, so the identification stub will be a means of checking back in case a family doesn't receive the ration books.

It's estimated that this procedure will save a tremendous amount of work for the ration boards...instead of about two million volunteer workers, only about fifty thousand will be required to handle the distribution of the books by mail. The country is divided up into 8 regions; each region is broken down into separate states; one city in each is designated as the mailing center. This center will set up files with the third part of the application card, so that any possible duplication of ration books would be revealed the moment two cards for one person appeared in the file. In case somebody's wondering why the first two ration books were not distributed in this way, you might remind them that there was the little matter of declaring stocks of food, removing stamps and all that.

War Ration Book Three is really a sort of emergency book...it may not even be necessary to use it for canned goods and meat. Book Two, covering these commodities, is expected to run out about the first of October, and by then Book Four probably will have been distributed. This contains red and blue stamps, and is just like Book Two. Book Three is being issued primarily for the unit stamps it contains, as the sugar, coffee and shoe stamps are expected to run out first. Book Three, therefore, will be on hand, ready to replace Book One. It's really easy to remember...just connect the even and the odd numbers in your mind. Book One will be replaced by Book Three; Book Two by Book Four. Think of those brown stamps in Book Three as a possible bridge between Books Two and Four.

Food For Man's Best Friend

The owners of Seeing Eye Dogs, or other similiary trained dogs needn't worry any longer about the possibility of short rations for their guides. Amendment 24 to Ration Order 16 (under which meats are rationed), will solve this problem. This amendment provides that limited quantities of rationed meat will be made available for feeding these dogs, when horsemeat cannot be obtained. Local rationing boards may, at their discretion, give an applicant up to 12 extra points weekly to provide the dog with a basic meat ration.

You broadcasters are sure to have blind persons in your listening audiences, and you may do them a valuable service by broadcasting this information. Tell them they may make application in person; through an agent, or by mail. When the dog's owner does not apply in person, the application must be accompanied by a statement from a state board or commission for the blind, or some similar agency, certifying that the dog has been specially trained as a guide dog. The application must also show that the dog has been fed entirely or in substantial part on meat; that the applicant has not been able to obtain horsemeat as a substitute; that if the diet of the dog does not include meat, its efficiency as a guide will be materially impaired during the period required to adjust it to a meatless diet. The amount of meat required weekly and the length of time that the ration will be needed also must be stated. Three months is the maximum period for which the ration may be granted, but another application may be made if the blind person can show good reason for a further point allotment.

Adequate meat substitutes are believed to be available for feeding pets and other animals, but blind persons might well have difficulty in getting these substitutes, and in training the dogs to accept them. This action by OPA is sure to be good news to those whose freedom of movement, even livelihood, may depend on such dogs.

The AA, A, B, C's Of Egg Grading

Ever since the new egg grades and price ceilings on eggs were established last March, we've been intending to give you some information about the manner in which grades are established. We feel that you may like to have this in your files for reference.

The four grades as you know, are AA, A, B, and C. The quality of an egg is measured by its desirability for human consumption...it has to do with the flavor, and the appearance, both exterior and interior. The appearance of the exterior is judged by the cleanliness of the shell, its freedom from cracks and breaks, and its shape. The interior quality is judged by candling. In case you're not sure exactly what candling is, and what it reveals, perhaps you'd like this explanation from an expert on eggs. Candling consists of holding the egg before a strong light in such a way that the rays of light penetrate the egg to a considerable extent, thus enabling the condition of the interior contents to be noted. The candling process reveals the size of the air cell, which is an indication of the quality and condition of the egg. The air cell is in the large end of the egg, and a large cell indicates excessive evaporation, due to poor keeping conditions...high temperatures, too long a time in handling in the warehouse under improper temperature and humidity. There is a definite measurement of the size of the air cell in an egg. For Grade AA, this must not exceed $1/8$ inch in depth; for Grade A, not more than $2/8$ inch; for Grade B, not more than $3/8$ inch; and Grade C may be over $3/8$ inch in depth. Probably most retailers will carry at least two grades of eggs, depending upon the type of store.

You may have wondered whether the size of an egg is considered in establishing the quality. The answer is that it affects the price only. All four consumer grades mentioned will be found in all sizes of eggs.

As you probably know, there are five egg sizes, or weight classes, each with a minimum weight set up per dozen of eggs. We gave you this table in RADIO ROUND-UP some time ago, but are repeating it now, in order to make this story complete:

Jumbo	28 ounces (minimum weight per dozen)
Extra large.....	26 ounces (minimum weight per dozen)
Large	24 ounces (minimum weight per dozen)
Medium.....	21 ounces (minimum weight per dozen)
Small.....	18 ounces (minimum weight per dozen)

Large and medium are the sizes commonly found in most markets. Small eggs, (most of which are laid by pullets) are usually found in the fall months. In addition to the above named weights, the Office of Price Administration has established a "pee wee" weight class for small eggs weighing less than 18 ounces, per dozen.

Under the present price ceilings, the price of eggs is fixed for each week of the year. It will not necessarily be the same for any given week in different parts of the country, but the grade quality must be the same. Remember too, that while eggs cannot be sold for more than the fixed price set for each grade, they may be sold for several cents below this price, depending on several factors. Consumer grading, with corresponding fixed price ceilings, is definitely a move in the consumer's favor. It means that he will now be able to buy the quality and grade of eggs he desires at a price he can afford to pay.

Food From The Farm

Do you ever stop to think how much the city homemaker depends on the country homemaker for several important items on her shopping list? Eggs, vegetables and milk are three standbys, all of them good nourishing foods that aren't rationed either.

About 90% of all the eggs on the market come from farm flocks, and these are usually tended by the women. Egg production was 20% higher the first two months of this year than during the same period in 1942...and last year was the all-time record, mind you.

Women are farm gardeners too, and the determination of farm women to grow and can as much as possible makes America's eating prospects better than they would be otherwise. Farm gardens help supply the extra demand for fresh vegetables brought about by rationing. More farm gardens mean more vegetables for farm families to eat fresh and to can. And remember, home-canned goods in the country kitchen add to the nation's total canned-food supplies.

Farm women always have helped out with the dairying, and now, with labor shortages, and more dairy cows on the farms today than there were a year ago, there's even more work for the farm housewife. Before the milk appears in that cold, shiny bottle on the doorstep, there's the work of feeding and watering the livestock, the actual milking, and delivering the milk to the dairy.

It's well to remind city people occasionally of their dependence on the farm. Sometimes we all forget that the food doesn't grow right in the store, so to speak.

War Meat Board

As you've heard, a War Meat Board has been established by the War Food Administration and the Office of Price Administration. The nine members of this board have not been named at the present writing, but will be announced soon. They will consist of representatives of the Government and of the meat industry, and will serve as a "nerve center" for the entire meat management program, operating from Chicago. One of the most important duties of this War Meat Board will be to assure the armed forces and Lend-Lease of the meat needed, as well as to arrange for the equitable distribution of meat to civilians. The first regular meeting of this board probably will be held just about at the time you are reading this issue of RADIO ROUND-UP, and we will give you more information next week about the developments.

Keep 'Em Moving!

That's what the War Food Administration intends to do with the fresh vegetables as they come into plentiful supply. Every effort will be made to move vegetables from the area of production to the markets, and from the markets to the dinner tables of consumers all over the country. When any fresh vegetable is in heavy supply, WFA will cooperate with trade and consumer organizations to focus attention on it. Retailers will be asked to feature it in their stores...you broadcasters can help by making it a feature of your programs...and it is hoped that consumers will make full use of that vegetable while supplies are plentiful. Right now, for instance, there are generous supplies of carrots and snap beans in most parts of the country.

As other crops come along, everything possible will be done to assure their being used fully. If necessary, WFA will purchase vegetables and have them processed, thus making them available later in the year. All purchase operations will be handled through regional offices of FDA.

Military Victory Gardens

Remember that we told you in a recent issue of ROUND-UP about the gardens under cultivation by our soldiers in many parts of the world? Well, the Army and Navy men here at home have planted hundreds of acres in Victory Gardens at training camps, hospitals and other military establishments throughout the country. These projects have been authorized by the War and Navy Departments, of course, and seed comes from stockpiles maintained by USDA. Work which requires farm machinery will be done by hiring and borrowing equipment from neighboring farmers...though in some cases, soldiers may use their jeeps for plowing.

For instance, the Navy's mine-laying school at Point Patience, Calvert County, Maryland, has a complete vegetable garden, plus 60 acres of soybeans. It has been noted, by the way, that the armed services show a heavy preference for green beans, though they've also planted carrots, onions, spinach, chard, beets, radishes, lettuce, lima beans, and other vegetables.

News About Ration Stamps

OPA has announced that blue stamps G, H and J will be usable through Monday, June 7, avoiding the month-end as well as week-end rush of Point-Shopping. Blue stamps K, L, and M become valid Monday, May 24, the usual time, and are valid through July 7. There is a change in the handling of red stamps this month. Both stamp J, valid May 23, and K, valid May 30, remain usable through June. In April, you will remember, only the final red stamp was carried over into May. Be sure to make this clear to your listeners.

Warning About War Ration Book Three

Tell listeners to read the fine print on the application cards for War Ration Book Three. They'll discover it says applications for this Book are not to be made by persons in the armed services, whether or not they eat in an organized mess. This applies to uniformed men and women who may be living at home and using their present ration books to buy food. The reason, OPA explains, is that Book Three is a replacement book only, and will not be in use for some time. At any time, of course, members of the armed services may be transferred elsewhere, or sent out of the country. Plans will be announced later for these people to obtain Book Three if needed.

How To Get Canning Sugar

Here's the news about the first allotments of canning sugar. Beginning Monday, May 24, you can get five pounds each on stamps 15 and 16 in War Ration Book One. These can be used any time up to Oct. 31, which means you can stretch your canning and preserving over the period that begins with strawberries and ends with cranberries. If more than this ten pounds of sugar per person is needed for canning, application should be made to the local War Price and Ration Boards, as originally announced.

Snap Those Beans, Lady!

You'll be doing a really patriotic service by pointing out the nutritional value of snap beans this week, and doing everything possible to encourage their extensive use as a table vegetable and for canning.

A huge crop of snap beans is threatening to bog down the markets in Florida and Georgia. The Food Distribution Administration is buying large quantities and moving them to canneries to keep them from going to waste. The best way to save them, however, is for housewives to serve plenty of snap beans during the height of the season and to can as many as possible in the home. You can tell your listeners that beans won't be much if any cheaper, for the farmers have been guaranteed a basic price for all they produce this year. Now is the time for all good homemakers to come to the aid of their country and put up snap beans for next winter!

Actually, snap beans are one of the best all-around vegetables. They have four of the five necessary vitamins. Rich in Vitamin A, they are also a good source of iron, calcium and Vitamin C, besides being a fair source of Vitamin B₁ and B₂. Snap beans also have some of our necessary calories and protein. You'll not be peddling a useless product if you emphasize their value.

If you really want to enjoy snap beans...cook them just long enough to make them tender. Avoid "mushiness!" Sprinkle in a little salt and have the water boiling when you put in the beans. Don't cover them if you want to keep their natural color, and try to estimate the exact quantity of water so you'll end up with practically none left in the pan -- to save the vitamins. The standard way to prepare snap beans is to snap them into irregular pieces. Another is to cut them slantwise in inch-length pieces. Some people like them French-style: shredded into long, thin slivers. A touch of fats and seasoning, with perhaps bits of crisped bacon or salt pork or ham hock, makes snap beans delicious.

In buying, get pods that are all about the same size, so they'll cook evenly, although the size you select doesn't particularly matter. Bend a pod or two to be sure they snap easily, and look for pods that are fresh, bright green, clean, and free from blight spots.

For Your Protection

The potato situation seems well in hand as a result of Food Distribution Order No. 29 being extended to five counties in Alabama and Florida during the past week.

Under this regulation, shippers of new potatoes must secure a permit from an FDA office. This means that the Army and Navy, which have had trouble getting potatoes for our fighting men, will have first choice. It also means that selling above ceiling prices will be held to a minimum -- which should be good news for Mrs. Housewife.

Baldwin, Escambia and Mobile counties in Alabama, and Escambia and Santa Rosa counties in Florida came under the order last week. These important potato areas ship out some 300 carloads of potatoes daily during the height of the season. The Army needs about 40 carloads, after which other permits for potatoes going to civilian trade are readily granted, providing the shipments are at or below ceiling prices, and the potatoes are being properly distributed.

Shipments of the new crop are increasing and should steadily improve the potato supply situation. Urge your listeners to avoid buying more potatoes than they need until the season gets well under way -- there's no need to store up potatoes in the cellar in anticipation of a shortage later. Although it's too early to give definite information, planting indications were that there will be 15 percent more early potatoes and 13 percent more late potatoes than in 1942.

Community Canning Workshop

Top production from each community cannery in the country is the least we can have this year. You know the food situation in general. You know we cannot afford to let any food go to waste. Any surplus must be preserved and saved for next winter.

With this in mind, representatives from various agencies interested in community canneries - Farm Security Administration, State Vocational Education Departments, State Extension Services, and the Food Distribution Administration - from five Southern states met last week in Athens, Georgia. The states represented there were Mississippi, Alabama, Florida, Georgia, and South Carolina. The meeting was called by the regional office of the Food Distribution Administration. It was the first of a series of meetings to be held all over the country. The next one will be held soon in Tennessee and will cover Tennessee, Kentucky, North Carolina, and Virginia.

The purpose of the meeting was to coordinate the work of all agencies concerned with community canneries and to pool their information about managing canning units and planning the complete use of available equipment. The old theory of learning by doing was rigidly followed. The meeting was a regular community food preservation workshop. The University of Georgia Food Processing Plant was the scene of classes in canning, dehydrating and freezing in a community cannery. The representatives, people who had all worked with community canneries before, actually put up food. Each contributed information he had gained through his experience.

The workshop resulted in a group of well trained people going back to each state, carrying what they learned, ready to put that information in the hands of people all down the line...to the counties...to the communities...and to the individual families.

Shop Early and Save the Poor Working Gal!

Traditionally, American homemakers have purchased around 80 percent of their food on Fridays and Saturdays. It's always been a little hard on the grocers, but in ordinary times no one would quarrel with the prerogative of Mrs. Jones to lay in her supply of food on the day she wishes. In wartime, the problems of the grocer are accentuated by having to count ration stamps as well as post ceiling prices and handle more customers with less help. As a result, the housewife working in a shop or office all day finds long delays and picked-over merchandise when she stops off to shop on the way home. It would be a distinct help for both the grocer and the employed homemaker if those with leisure time would shop in the morning hours and early in the week. They'd save themselves trouble, too. Why not pass the word along?

Fresh Food Round-Up

There's a galaxy of fresh vegetables pouring into wholesale markets these days. Most of the Southern states...principally Florida...are reaching their peak season for many of the favorites. It should be good news for your ration-harried listeners to hear that such menu companions as fresh snap beans, squash, and tomatoes are in heavy supply on the markets...and of excellent quality. They'll add color, plenty of vitamins and appetite appeal to your dinner. Nutritionists tell us that tomatoes vie with spinach as a good source of all the vitamins except D. And both snap beans and squash are rich in Vitamin A and Thiamine. It's Georgia's peak season for both snap beans and squash...so go light on rationed canned goods and serve these vegetables often. Incidentally...now is an excellent time for canning both. The price isn't likely to be lower.

You might reassure your listeners on the subject of white potatoes. The supplies are becoming much more liberal...although demand still exceeds supply. Price of current potatoes is still at ceiling level.

Peak of the season for Florida blackeyed and crowder peas is due in a few days... and the supply of both these alternates for meat is increasing daily in most markets. The price is fairly reasonable and quality of both is good. If you'd like a hearty dish, try the South's famous Hopping John--a mixture of blackeyed peas with rice.

Lima beans and sweet corn are two favorites just beginning to make their spring appearance. Though still light in supply, they're both coming in good quality. The Florida crop of limas is increasing...and they should be cheaper than last week. Remember that the pods of the best unshelled lima beans are well filled, clean, and of dark-green color. The shelled limas should be plump, with a tender skin of a good green or greenish-white color. Corn...whether you serve it on the cob or stewed...is a vegetable you should feature often in the next month. The Florida season for this energy food should reach its peak around the first of June.. and the Alabama crop follows soon after. There's already some Texas corn on the market.

Texas and California carrots are still with us in good supply, reasonably priced and of good quality. They're equally good as a main vegetable or as a supplement to a meat stew. The season for cabbage is a little on the wane and the supply is becoming lighter, but it's reasonable in price and the quality is generally good.

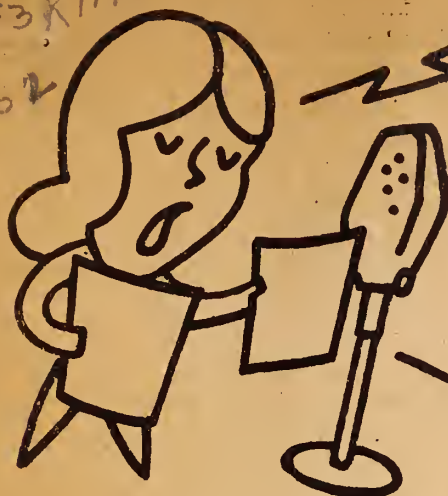
The first shipment of Georgia's Mayflower peaches was made last week. You should find some in local markets soon. Early Rose peaches will begin moving in within another week or ten days. The strawberry season is almost over, and the orange season is tapering off.

The Fresh Food Round-Up is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

1.942
F3R11A
pg 2

LIBRARY
CURRENT SERIAL RECORDS
JUL 3 - 1943
U. S. DEPARTMENT OF AGRICULTURE

Atlanta, Georgia
June 5, 1943



Radio Round-up *on food...*

Follow The Rules To Get War Ration Book Three

OPA tells us that a high percentage of applications for War Ration Book 3 are being returned with numerous errors. All possible publicity should be given to the instructions in order to reduce to a minimum the number of errors in the remaining applications.

The following points should be stressed:

1. Print or type your name and return address on application form so that it is easy to read.
2. List names and birth dates of all members of family unit on same application.
3. Sign the application in your hand writing.
4. Tear off the identification stub and keep it carefully. It is your receipt.
5. Add correct postage.
6. Check form carefully to avoid mistakes.
7. Mail application before June 10.

If perchance a person does not receive this application in the mail within the next few days, it can be obtained at the nearest Post Office.

New Red Stamp Point Values

The favorite steaks and roasts of beef are going to cost several more red stamps... even the once-plebeian hamburger is up a point per pound...according to OPA's table of point values effective from June 6 through July 3. The increases in point values for beef range from one to three points a pound, and are necessary because of the large consumer demand in the face of lower production. Veal steaks and chops are up a point too...so are lamb loin chops and sliced ham. Many of the cuts of veal, lamb and pork are down one point, however, and so are the variety meats from all animals.

Cooperation of Consumers Important--As you know, maintaining a reasonable balance between supply and demand is the basis of any rationing program, and this can be achieved partly through changing ration point values. It's important, however,

US Department of Agriculture
Food Distribution Administration

that the consumer cooperate by making use of the foods in greatest supply, even though it means changing buying habits and tastes. That's where you broadcasters can help...explain this to the homemaker...keep her posted on interesting ways of cooking and serving the foods which are for the moment, in more generous supply. Pork, for instance is now coming to the market in relatively greater quantities than beef. Therefore, because most cuts are unchanged in point value, pork will represent a better buy in points for some time to come. The variety meats, which are down a point in value, are better point-values than ever, and their use should be encouraged.

Some Canned Fish Unrationed--Canned crabmeat, sea-herrings, sea mussels, and a half-dozen other types...all of which represent but 2 percent of the total canned fish pack...have been removed from rationing. They're not of sufficient importance to justify the records retailers are required to maintain, it was explained. They might be worth mentioning in a general broadcast on the changes in point values.

Certain Cheese Point Values Reduced--As we told you last week, all cheese (except creamed cottage cheese containing 5 percent or less of milk fat), is now on the ration list. You will note that although American cheddar cheese remains at 8 points a pound, the other cheeses previously rationed have been reduced to 6 points, which places them in the same category with some of the newly rationed cheese.

By studying the point value tables and noting changes, you can help your listeners to plan and prepare their meals in the most effective manner possible.

Canned Milk Goes "On The Ration"

You know, of course, that the principal reason for OPA's action in adding canned milk to the rationing program is to conserve the limited supplies for babies and for those who require it in special diets. There is also a real need for canned milk by those who are unable to obtain fresh milk. Everyone else should plan to get along without it...we surely don't want to spend our precious red stamps for milk unless it's absolutely necessary.

Don't Buy It Unless You Need It--Those who have to buy canned milk for baby's formula, already have baby's ration book to use for it, of course. It's estimated that only about 7 points a week will be required to buy enough milk for the average infant diet. Persons who require an extra amount of canned milk for a special diet, may, upon certification of their doctors, apply to their local ration boards for supplemental rations. It is not intended that this order shall work a hardship on anyone.

Get Your Points' Worth--Under WPB's limitation order on tin, there are two sizes of evaporated milk cans...6 ounces and 14 $\frac{1}{2}$ ounces. Condensed milk is usually sold in 14 or 15 ounce cans. There are many smaller, miscellaneous-size cans to be found in the stores, however, and it's up to the consumer to make a careful check of the sizes of these cans, in order to get the best value for her ration points. For instance, the purchase of one lone 6-ounce can will take a full point...so, of course, anybody would be much wiser to buy two cans at a time. A consumer may buy any number of cans whose total weight is a pound or less for a single point. However, the wiser shopping course would be to spend two points and get five 6-ounce cans at the same time. This would give almost two pounds of milk for the same number of points which would be required for two purchases of two cans each. Tell your listeners to shop for canned milk with extra care during these first days of rationing.

Government Needs Dried Skim Milk

The War Food Administration has taken action, in the form of Food Distribution Order No. 54, to allocate supplies of dried skim milk among the military, the civilian population, and our Allies. For the months of June and July, manufacturers of both the spray-process and roller-process dried milk will be required to set aside 75 percent of their monthly production for Government purchase. This is the first time that a set-aside order has been issued on roller-process milk, although the manufacturers of spray-process milk have been setting aside 90 percent of their monthly production for direct war purposes ever since last November 5.

Dried skim milk is especially valuable as an export food, because it provides high nutritive value, yet takes little shipping space. Under this allocation, only the most essential military requirements will be met, and Lend-Lease and civilian requirements will have to be reduced. Government requirements alone are much greater than the expected production. The Director of Food Distribution Administration will announce the set-aside percentages for later months.

Cold Cuts To The Rescue

These are the days you broadcasters are probably trying to make many helpful suggestions to your listeners about getting meals the easy way. Not only is this because of the warm summer weather, but because more women are working than for many years past, and meal-getting becomes a real problem to the working woman. Have you recommended cold cuts recently? They make an attractive picture on the meat platter, or surrounding a big bowl of salad, and they're traditional for sandwiches, of course. Here are a few ideas for their use which may be new to some listeners, however:

Ways to Serve--Diced and creamed; served on waffles or toast.

Chopped fine and added to scrambled egg or omelet.

Stuffed...place two tablespoonfuls of stuffing in middle of a cold cut slice, fold over edges to form a roll, fasten ends with a toothpick. Heat in a frying pan.

Diced and creamed and mixed with hard-cooked eggs on toast.

Chopped and mixed with olives and onions for a cracker spread.

Diced and mixed with elbow macaroni, for a casserole or a salad.

Chopped fine and added to salad dressing, for vegetable salads.

Curried....Chop some onions and celery and cook in drippings until onions are clear; add chopped apples and diced cold cuts. Add some milk, water or vegetable juice, or tomato juice colored with kitchen bouquet. Add some curry powder and serve over rice.

To give variety to the service of cold cuts, they might be purchased in the piece and cut in strips or cubes. Almost any woman will be able to think of interesting variations if she uses her ingenuity.

Low Point Value--Many of the cold cuts are excellent point-buys, remember. The revised meat point value table shows canned bulk sausage, meat loaf, and Vienna sausage down one point...they're each 6 points a pound now. The fresh, smoked, and cooked sausages -- such as pork sausage, wieners, bologna, baked loaves, and liver sausage -- range from 3 to 6 points a pound, depending on the meat content. Remember, cold cuts give a large volume of meat in proportion to their weight, which makes them a good value for both money and point-stamps.

War Against Waste

We Americans have been very wasteful of our food...surveys indicate that in a year we've wasted more than enough to supply the needs of our Armed Forces for a year... enough to feed Greece for two years. USDA is encouraging the nationwide campaign

against waste...on the farm, in transportation, at the wholesalers, at the grocery stores, and in the home. And do you realize that from 10 to 15 percent of the food bought for household use is wasted?

The homemaker can make a good beginning in a personal conservation program by planning her menus and market lists carefully. She should go to market with a list of what she needs, and with certain alternates in mind, rather than do her marketing haphazardly.

In the store, she can help the grocer by avoiding careless handling of fresh fruits and vegetables. It's estimated that one fresh tomato out of every seven has to be discarded because of bruising by customers. Spreading the marketing over the whole week, rather than confining it largely to Friday and Saturday, also will help the storekeeper. Fresh foods pay no attention to the days of the week in their ripening, you know, and should be purchased and used when they're in good supply.

In the home, there's waste through improper storage and cooking of food, and even by serving too much to the family. The following suggestions about storage of food are very important:

Wash green vegetables as soon as they come from the store, drain them, and keep them in a covered vegetable container.

Keep milk in the coldest part of the refrigerator. When cooking, take out only the milk or cream you need and leave the rest in the refrigerator. Never pour left-over milk back into the bottle with the main supply.

Wipe eggs with a dry cloth...don't wash them until just before using. Water destroys the protective film that keeps out air and odors.

Keep meat in one of the coldest parts of the refrigerator, with a loose cover around it. Remember that cut and sliced meats spoil more quickly than meat in one piece. Cooked meat should be kept cold and covered too.

In hot weather, store bread, well-wrapped, in the refrigerator to prevent molding. Bread and cake containers should be scalded and aired at least once a week.

And speaking of bread...that stands high on the list of wasted foods. One out of every six pounds of garbage consists of bread. Do you realize that if every family in this country threw out just one slice of bread a week, that would total 34 million slices, or nearly 2 million loaves? Urge your listeners to use left-over bread in puddings, stuffings, scalloped dishes and meat extenders.

Every homemaker should plan on leftovers when she's making up her menus...in this way they can be used to real advantage. When buying a roast, for instance, plan on using the meat sliced cold as well as hot, and on various uses of leftover scraps. You can help by suggesting recipes in which left-overs are featured. One slice of bread, or one pork chop...that doesn't seem like much waste...but multiply that by our thirty-four million families, and it's an impressive figure.

Another loss of food in many homes occurs through helpings that are too large and, therefore, not eaten. Even when there are guests at meals, servings should be kept moderate in size, with an invitation to come back for "seconds". The more food that goes into our garbage cans, the more shortages there will be in our own country...and the less we can send to our Allies. In other words, saving food amounts to the same thing as producing food.

Poultry Meat is Precious!

Yes, poultry is too precious to waste. So broadcasters might give homemakers a few suggestions on how to take care of those broilers or baking chickens purchased live from a farm roadside market, or produced in the backyard. Not all homemakers are familiar with the best methods of killing, cleaning and storing...so they've sometimes been disappointed with the condition of their birds when cooking time arrived.

Proper methods for home-killing should be brought to homemakers' attention, especially now that so many folks in urban and suburban areas have their own backyard flocks.

Follow these four rules and you can't go wrong: (1) Starve the bird at least 24 hours prior to killing. If the weather is warm, give it water to drink up to killing time...(2) If the bird is killed by sticking, leave the head on until the bird is to be prepared for cooking...(3) Leave the feet on the bird. Pick without delay...(4) Hang the bird by the feet in a cool place for about 24 hours until all body heat has left the carcass; it is unsatisfactory to draw the bird immediately after killing. In hot weather, hang at least overnight. By the way, if the old-fashioned chopping block is used, hold the bird firmly even after the head is off and have a string ready to tie the feet together and hang from a line, to prevent bruising while the bird flops and the blood drains. And here are some pointers on picking. After the bird finishes flopping, drop it in a kettle of boiling water for a few seconds, by which time the feathers should be loosened, so that they may be plucked readily.

The job of picking the large pinfeathers is made easy by using a crochet hook to remove those that have broken off at the skin....a number 8 hook is a satisfactory size. A strawberry huller is another successful instrument.

Before the bird is drawn, it should be singed and washed using cold or lukewarm water with soap or soda, and a brush if necessary. Rinsing should be in clear water, not hot. During this process, use a pan large enough to hold the bird, letting its head hang over the edge of the pan.

The cardinal rule to remember is that the bird must be cleaned inside and out before it's put in the refrigerator...and if you're keeping the cleaned bird overnight before cooking, it's well to wrap it loosely in cellophane or parchment paper.

Let's Drink Tomato Juice in June

The only change in the official table of point values for processed foods blue stamp foods is in the classification of vegetable juices. Tomato juice, and all vegetable juice combinations containing 70 percent or more of tomato juice, are reduced from 4 points a pound to 2 points. This is the second reduction in tomato juice point values, you will remember, and OPA says that even last month's reduction did not do much to increase the sales. As you probably know, a certain number of cases should be moved each month in order to spread the supply on hand, and make way for the new pack. Present stocks are expected to increase during June, and it is hoped that this cut in point values will encourage greater use of tomato juice, at least for this month. You broadcasters might suggest various ways of serving it chilled, or as a hot tomato bouillon, or a jellied salad.

You might like to call attention to the fact that OPA also has changed the method of figuring the point value of frozen corn-on-the-cob. It is now figured at one point per ear, rather than on the weight basis of 6 points per pound. Actually, however, this does not represent a change in the point value.

Mary, Mary, Quite Contrary

How does your garden grow? With the hot weather of recent days, how is the ambition of those listeners who so firmly resolved in more comfortable temperatures that by the beard of the prophet they would grow enough food this year to feed half a dozen families?

Sure, that ambition is lagging. That desk man or laborer, when he gets home at night, hates to change his clothes and pick up a hoe. He feels more like relaxing in the shade of the back yard. It's awfully easy to postpone the job "until tomorrow."

But too many "tomorrows" lead to a garden so choked with weeds that we're apt to give up in despair. While a little work each evening makes the whole job pleasant and easy -- and full of results. The same is true of that job of canning. With beans literally bursting out of Victory Gardens all over the South (and bursting out of grocery store counters for the benefit of those not fortunate enough to have their own plot of ground), with tomatoes ripening, and all the rest of the vegetables crying out to be put up in cans and jars -- what are your friends in the radio audience doing about it?

Of course it's much more comfortable to come home after work...or use up that afternoon...to sip a pink lemonade and read the paper or talk about how hot it is. Canning is hard work and hot work. But once you get into the habit of setting aside one or more days or evenings a week...it isn't as hard as you thought it would be... and the results sure make you feel swell!

The Government is depending a lot on you broadcasters to keep up the flagging spirits of your listeners. It's a job that is as important as any in the front lines, and every time you lend your aid in this cause it's really an effort toward Victory.

English home and community gardens produced one-fifth of all her food in 1942. America's 21 million Victory Gardens can do as well -- if every home will do its part in the program.

There are lots of angles you can use...and we hope you'll use 'em: -- patriotism, and what food means to the war effort; self-interest, in assuring the best kind of fruits and vegetables for the table (don't those home-grown snap beans taste good?); the health that comes from working out of doors.

Keep on carrying the torch from now until the end of the summer, urging your listeners to grow and grow and grow -- and then can and can and can. It is important.

They're Still Going On!

We can't relax our vigilance against Black Markets, and we hope you're taking every occasion to point out how even the little "white" Black Markets are doing their part in sabotaging our meat program.

We can't help feeling that there are lots of people who think: "That extra pound of meat I get this week without ration points won't make any difference". But suppose every family thought that way -- a hundred thousand meat animals a week might be wasted. Keep emphasizing to your listeners that it is the accumulation of small violations of our meat regulations, rather than large violations, that is causing the present beef shortage.

Of course there isn't enough beef for everyone (with present high incomes) to have as much as they want. But there is enough for everyone to have a reasonable amount, which can be combined with other meats and fish, poultry and eggs to form an absolutely safe and nutritious diet.

People who want more than their fair share remind us of boarding-house stories where it isn't safe to go to the table without guards on your hands -- you might lose a finger when reaching for the last piece of steak. But people who look down their noses at such tactics are still willing to do substantially the same thing in the national meat picture -- they're grabbing for the meat platter and crowding back their fellows like pigs at a trough.

The answer is usually -- "If I didn't buy it (Black Market meat) someone else would!" But that "someone else" is saying the same thing about you! And so the vicious circle exists that keeps the Black Marketeer in business. A little "silent treatment" would convince him that it pays to be on the up-and-up.

That Basic Seven

The public is beginning to hear more and more about "The Basic Seven"...as recommended by the Department of Agriculture. The term crops up every now and then on the air, and we believe your listeners will be interested to hear again just exactly what The Basic Seven is. On the chance that you didn't file that week's RADIO ROUNDUP (we know some broadcasters who file every copy), we are reproducing from our April 10 issue the complete list.

Group 1: Green and yellow vegetables; some raw, some cooked, frozen or canned.

Group 2: Oranges, tomatoes, grapefruit, raw cabbage, or salad greens.

Group 3: Potatoes and other vegetables and fruits...raw, dried, cooked, frozen or canned.

Group 4: Milk and milk products...fluid, evaporated, dried milk or cheese.

Group 5: Meat, poultry, fish or eggs...or dried beans, peas, nuts or peanut butter.

Group 6: Bread, flour and cereals...natural whole grain, or enriched or restored.

Group 7: Butter and fortified margarine, with added Vitamin A.

If Scarce in

Group 2
Group 4
Group 5 (meats)
Group 7

Use More From

Group 1; 3
Group 1; 5, 6
Group 4; 5 (eggs)
Group 1, 4 (beans)

The idea, of course, is to get some of each group of food every day. If you will run through the list, you'll find that it isn't hard to get some of each group every day, at any time of the year, at a reasonable cost. But if you aren't careful, it's easy to pass up one or more of the groups. Remember that good health contributes to Victory; that good health is determined largely by good eating; and that good eating is based on selection much more than on any other factor.

Fresh Food Round-Up

Early summer means plenty of vitamin-rich fresh vegetables for your homemakers. June is a peak month for such favorites as sweet corn, squash, tomatoes, cucumbers and even the elusive Irish potato. And lima beans, okra, eggplant, and cabbage are arriving in increasing supplies these days...headed toward their peak season later in the summer.

Squash...now in liberal supply and at a very reasonable price...is of generally good quality this year. It's a vegetable that blends well with most other vegetables and meats -- so serve it often during this season. For variety you might stuff squash with tomatoes, crumbs and seasonings, brown in the oven, and capitalize on the color combination to make your dinner more eye-appealing as well as tasty. Or try a squash pie -- it's a New England favorite and as simple to make as pumpkin pie. For a hurriedly prepared meal, this source of Vitamin A is a find...it can be ready for the table in about 15 minutes after you start to simmer it.

Though in liberal supply throughout most of the Southern markets, tomatoes are a little high in price due to the demand. The Florida crop is already on the wane, but the supply will continue good from Georgia, South Carolina, and Mississippi. Irish potatoes are still holding near the ceiling prices because of the heavy demand...but their supply is liberal.

Best place to feature summer cucumbers is in a raw vegetable salad...they'll add tang to an otherwise mild vegetable combination. They're in moderate supply on most Southern wholesale markets at a fairly reasonable price. The Georgia, Alabama, Florida, and South Carolina crops should hold good throughout this month.

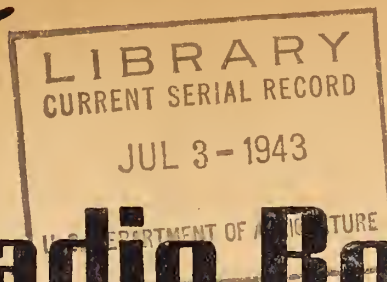
Use your ingenuity in preparing eggplant -- it's good in a variety of ways. This summer's crop is mostly in the future but a light supply of good quality eggplant is now on the markets. And it's reasonable too. For a real treat, try scalloping the eggplant with tomatoes; adding green pepper and onion for extra flavor. The onions won't be hard to get, although the Texas shipping of Bermudas is very light. As for green peppers, they'll add more than color to your eggplant dish -- they rate well as a source of Vitamins A and C.

Selection of fruits is increasing this month. Georgia Mountain Rose peaches are gradually increasing in supply, though still light on most markets. Don't let the season slip by without some peach pie. Or try hot broiled peaches with your Sunday roast. Any way you fix them, they'll be good, if you select them with care. Badly bruised peaches are a loss. A perfect peach has no bruises at all.

Florida cantaloupes are beginning to move in light supply, although the Georgia season has not started as yet. And to make up for the closing strawberry season, dewberries are beginning. Watch for them -- they'll be more plentiful a little later.

The Fresh Food Round-Up is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

Reserve
1.942
F3R11A



Atlanta, Georgia
June 12, 1943



Radio Round-up *on food...*

A Service for Directors
Of Women's Radio Programs

VICTORY FOOD SELECTIONS

Roy F. Hendrickson, Director of Food Distribution, recently announced a new Victory Food Program, based on the experience and technique developed last year in the Victory Food Special Program. This is one of the steps by which the War Food Administration will help growers to maintain favorable marketing conditions, and it will assure the most effective use of available supplies. The program will call for advance reporting to the trade of the availability of peak supplies in producing areas, and for information to consumers about these expected abundant supplies in their markets.

Method of Making Selections

Any commodity in extra heavy supply to be featured in such a merchandising campaign will be designated as a Victory Food Selection. (Please note that the word this year is "Selection", not "Special".) This designation may be made on an area, regional, or national basis. Recommendation of a commodity as a VFS for a specified period in a specified area may be made by Regional Offices to the Marketing Reports Division in Washington. When such a recommendation is submitted, accompanied with supporting information, the Marketing Reports Division will take it up with the appropriate branch for approval, modification, or other action. Upon approval and designation of a commodity as a Victory Food Selection, at least two week's notice will be given to the trade before the beginning of the period. This will allow time in which merchandising and promotion may be planned and buying accomplished. Public announcement will be made not more than one week in advance of the beginning of the merchandising period. Adverse weather or other conditions which make it difficult for the trade to obtain a reasonable volume for the campaign period will result in cancellation of the drive, with prompt notification to the trade.

Reasons Behind Selections

The designation of Victory Food Selections will be restricted to farm products which have been requested for consideration by producers or their representatives.

US Department of Agriculture
Food Distribution Administration

A very careful analysis of production, distribution and consumption data will be made, with consideration to Government requirements for military, Lend-Lease, and other needs. The product must meet standards of nutrition which will assure its contributing to the well-being of those who use it. The price at which it must sell should be reasonably attractive to consumers. There must be sufficient time before the harvesting peak for cooperating wholesalers and retailers to do their buying and to plan their advertising and promotion. The area of distribution must be large enough to make an effective drive possible and practical, whether it be on a national, regional, or area basis.

Assistance of Broadcasters Needed

The program last year received good support from all concerned, and it is believed that consumers this year will be even more receptive. Radio broadcasters can be of inestimable help in keeping consumers informed of products to be featured, and in suggesting various uses. RADIO ROUND-UP will do its best to keep you posted.

PROGRAM NOTES

Lunch Box Lifts

Workers who have to eat a box luncheon every day will appreciate such little lifts as these: A gay and colorful paper napkin, a funny picture or a joke cut from the newspapers or a magazine, a short short story...or on a birthday or anniversary, a tiny remembrance of some kind. We think that little things of this kind come under the heading of keeping up morale in wartime.

Get Full Value for Your Points

You know that the butcher can't always cut exactly to the pound when you're purchasing meat, and neither can he give you change of less than one point in red stamps. Therefore, you're sometimes charged a whole point for a fraction of a pound of meat. One way to get your full point value is to buy a few slices of ready-cooked meat to fill out the point. This can be sliced very thin, and used in sandwiches or in hot casserole dishes. You'll find you can often make combination purchases of meat to take full advantage of fractions of points and pounds.

Stretching That Melted Butter

Don't feel you have to stop serving that pitcher of melted butter to go with waffles and pancakes...they're not the same without it! Try this: Melt together equal amounts of butter or enriched margarine and strained bacon drippings. The flavor is delicious...you may like it with corn-on-the-cob too.

Swordfish, Summer Seafood Treat

The Coordinator of Fisheries has just announced that swordfish will come on the market this month and will be available, in fresh form, until cold weather. The boneless steaks are not only delicious, but economical to buy, since there's no waste. Prices will be rather high at the beginning of the season, but will doubtless decline steadily until August, the height of the season.

You might be interested to hear that the chemists of the Fish and Wildlife Service have found swordfish liver oil to be 100 times more potent in Vitamin A than the U.S.P. reference sample of cod-liver oil, and 500 times more potent than the minimum U.S.P. requirement for cod-liver oil. Weight for weight, this gives swordfish liver oil about 25,000 times the Vitamin A potency of butter or eggs. Also it has a high content of Vitamin D.

SPEAKING OF MEAT

Did you know that --

...the cow, which furnishes one of our most important meats, is considered sacred in India? When a Hindu calls someone a "beef eater", it's an insult.

...in certain tribes the nobles and medicine men reserve for themselves such organs as kidneys, livers, hearts, and heads? The steaks and muscle meat of sheep, camel, fish, and birds are left for the common people.

...the Eskimos live almost entirely on meat, most of which they eat raw? They're particularly fond of the inner organs, such as heart, liver, kidneys and sweet-breads.

...the masses of the people in China and Japan seldom, if ever, taste meat? The more prosperous eat fish...raw, at that. Soybeans and legumes, which are consumed in large quantities, furnish the proteins.

...an American aviator, lost in the jungles of Australia, told his rescuers that when he was on the verge of starvation, he ate a grasshopper, and that it tasted like crab meat?

We're not likely to acquire a taste for grasshoppers, but it just shows that we can adapt ourselves to unfamiliar and even unlikely items of diet in case of necessity.

SECOND CROP IN THE VICTORY GARDEN

Tell the Victory Gardeners among your listeners that now's the time to begin planting their second crop...the summer crop. By the time we've had a couple or three weeks of really hot weather, they'll have pulled the last of the onions and radishes and the lettuce will have gone to seed. Here are the vegetables USDA's garden specialists recommend for replacement: New Zealand spinach, cabbage, sweet corn, string beans, lima beans, blackeyed peas, okra...and vegetable soybeans, if you can get them. Tell them to be sure to plant enough to supply the table and give a surplus for canning, drying, brining or freezing...that will make the Victory Garden a year-round benefit.

HOME CANNING ARITHMETIC

To help homemakers figure how many jars of canned food to expect from fruits and vegetables, whether they're bought at the market or picked from the Victory Garden, here's a table of comparative figures. It has been prepared by the home economist's of the Bureau of Human Nutrition and Home Economics, and they remind us that the figures are necessarily approximate.

Apples.....	1 bu. (50 lb)	cans 20 qt.	2½ lb. (7 to 8 apples)	can 1 qt.
Beans, Lima.....	1 bu. (28 lb)	cans 6 to 8 qt.	4 to 5 lb.	can 1 qt.
Beans, Snap.....	1 bu. (24 lb)	cans 16 qt.	1½ lb.	can 1 qt.
Beets.....	1 bu. (60 lb)	cans 24 qt.	2½ lb.	can 1 qt.
Berries.....	24-qt. crate	cans 18 qt.	1¼ to 1½ lb. (5 cups)	can 1 qt.
Carrots.....	1 bu. (50 lb)	cans 20 qt.	2½ lb.	can 1 qt.
Cherries.....	1 bu. (56 lb)	cans 25 qt.	1½ to 2½ lb. (6 to 8 cups)	can 1 qt.
Corn.....	1 bu. (72 lb)	cans 8 to 9 qt.	whole kernel 6 to 10 ears	can 1 qt.
Grapes.....	1 bu. (48 lb)	cans 20 qt.	2½ lb.	can 1 qt.

Greens.....1 bu. (12 lb.) cans 5 to 7 qt. $1\frac{1}{2}$ to $2\frac{1}{2}$ lb. can 1 qt.
Peaches.....1 bu. (50 lb.) cans 20 qt. 2 to $2\frac{1}{2}$ lb. (8 to 10 Peaches) can 1 qt.
Pears.....1 bu. (58 lb) cans 24 qt. 2 to $2\frac{1}{2}$ lb (5 to 6 pears) can 1 qt.
Peas.....1 bu. (32 lb) cans 12 to 16 pt. 2 to $2\frac{1}{2}$ lb. can 1 pt.
Plums.....1 bu. (56 lb) cans 30 qt. $1\frac{1}{2}$ to 2 lb. (24 to 32 plums) can 1 qt.
Squash.....1 bu. (40 lb) cans 20 qt. 2 lb. can 1 qt.
Strawberries.....24-qt. crate cans 12 qt. 2 qt. can 1 qt.
Sweet potatoes.....1 bu. (52 lb) cans 15 qt. $2\frac{1}{2}$ to 3 lb. can 1 qt.
Tomatoes.....1 bu. (56 lb) cans 15 qt. $2\frac{1}{2}$ to $3\frac{1}{2}$ lb. (8 to 10 tomatoes) can 1 qt.

COL. TAYLOR TALKS ABOUT U.S. DIET

You've probably heard rumors and speculations about changes in the food production program and the national diet said to be under consideration by the War Food Administration.

Lieut. Col. Jay L. Taylor, Deputy Administrator of WFA, speaking in Chicago on June 8th, made a statement which will be of interest to everyone. Col. Taylor said:

".....I want to bring you assurance direct from Administrator Davis that there is no intent to make drastic cuts in output of animal products and replace them in large part in the American diet with vegetable foods. Here is the situation as we see it today:

"First, for the sake of morale and good nutrition, we want to see the maximum possible amount of meat, milk and eggs in the diet of the American Armed Forces, civilians, and the Allies to whom we send part of their food supply.

".....The policy, then, boils down to this: Grow all the feed possible in the light of requirements for other farm products; import all the feed possible; waste not a single pound of feed; thus maintain milk, egg and meat production at the highest possible level permitted by our feed supplies. At the same time make sure we have adequate nourishment for all hands by increasing output of vegetable foods for direct consumption....."

You broadcasters can help by giving the correct information in the face of all sorts of rumors. In this particular connection, you can be of the greatest assistance by passing on to your listeners news about the proper use and conservation of every kind of food.

THE LIST GROWS!

While most of us are still struggling to remember that there are three B Vitamins -- thiamin, niacin and riboflavin -- and to get our daily quota of all of them -- research scientists have run the count of B Vitamins up to at least 12, and there may be as many as 20 or 30. The exact role of all of these vitamins in human nutrition has not been fully established, but it is likely that each has a very definite function, without which the body will suffer in some way.

All of which is another good argument for an all-around diet, consisting of the necessary foods -- for which there is no substitute. It is possible that some day we may get all our food requirements from concentrated pills; except perhaps for roughage -- but that day is still far off. Meanwhile, it behooves each of us to see that we eat some of the Basic Seven every day.

Good eating is the keynote to health, and health is the keynote to good living.

THE JUNE 1 CROP REPORT

The June 1 crop report (which came out on June 10) was good news mixed with bad news. Bad news because the report showed crop prospects were the poorest in three years; good news because we had prepared for adverse conditions, and because the poorest crop in three years is still a good crop.

One simple and clear fact stands out to refute the pessimists: With average weather the rest of the year, 1943 food production should about reach that of 1942, when we produced 28 percent more food than in the average years 1935-1939.

Livestock and livestock products will help make up for somewhat disappointing commercial truck crops for the fresh market, which are expected to be down 11 percent over 1942. Even this figure is not so alarming when it is noted that 4 of the 11 percent reduction comes in cantaloupes and watermelons, which have little nutritive value. Remember, too, that Victory Gardens will supplement reduced truck crops.

Corn is in good condition in the Southern States, except in flood areas, though planting was delayed in Kentucky and Tennessee. Prospects in all Gulf States are better than a year ago. The total wheat production is 26 percent under last year, but only one percent smaller than the 10-year average -- and we aren't short of wheat. Indicated production of oats is nearly 14 percent under 1942.

The brightest spot on the crop report was that egg production in May was 13 percent above May of last year, and the largest production on record for the month. Southern States led the way, with better than a 16 percent increase for the period January to May. The output of chicks by hatcheries during May was at a record high for the month. Number of young chickens on farms June 1 was 15 percent higher than a year ago, with the South Atlantic and South Central States 17 percent higher.

Production of milk was retarded somewhat by the late spring and late pastures, and was 2 percent lower than a year ago for May, but still the second highest month on record. The South was the only section which showed an increase in milk production per cow.

Indicated peach production for the country at large totaled only 45 million bushels compared with 65 million produced in 1942, and 54 million for the 1930-39 average. In Georgia, the estimate is for less than a third of the 1942 crop; for South Carolina, a fifth of last year; Alabama, two thirds of 1942; Mississippi, one half. Freezes in the Southern States during February and March accounted for most of the reductions.

Citrus fruit production in the season just closed is estimated at 3 percent higher for oranges, 5 percent higher for tangerines, 19 percent higher for grapefruit, and 6 percent higher for lemons. Florida accounted for practically all the gains, with California production off considerably. The outlook is improving for Florida citrus fruit production during the coming season, and a good sized orange crop apparently is assured.

Short crops of apples are indicated for the South Atlantic States, due to spring freeze damage to buds. For the country as a whole, conditions are 62 percent as compared to 68 percent last year and an 8-year (1934-41) average June 1 condition of 65 percent.

Alabama led in early potato conditions and production, with 83 percent as compared to 71 percent last year. Other Southern States and California averaged 76 percent as against 78 percent in 1942, but this is still 4 points above the 10-year average.



One normal baked sweet potato contains 200 calories, or 1/15th the energy needed daily for a moderately active man. It has 2/3 of his needed Vitamin A, and considerable amounts of protein and the other minerals and vitamins.

In other words, the sweet potato doesn't miss far being the perfect food! Plenty are being planted this year, both for commercial production and in Victory Gardens. Agriculturalists tell us that sweet potatoes are one of the easiest crops to handle, and that they are seldom attacked by any insect or disease. Let's grow and eat more of 'em this year!

HATS OFF TO THE SOUTH!

Remember the success story of the community cannery in Princeton, N. J. in a recent ROUND-UP? Well...we have a number of success stories, here in the South. One of the best things about the community canneries - aside from the food they save - is the old fashioned spirit of sharing and helping one another that these projects develop, like quilting bees and barn-raising used to do. Look at the cannery at LaGrange, Georgia.

The enterprise is the result of the combined efforts of a number of people. Money to build the cannery came from both the city council and the county. The idea came from the Extension Service! An interested citizen of LaGrange got the equipment. He had to scour the South to find it...going as far afield as New Orleans. But ample equipment was found. The cannery opened in June of last year.

Here's what's been done since then: From June to January...102,000 cans were put up. The cannery has operated every week except one...three days a week...since Christmas. And by the middle of May of this year...between 250 and 275 cans of food a day were being preserved.

This is how the cannery operates: The homemakers bring their own food to be canned. They do the canning...using equipment at the plant...and they pay a toll of one can out of every ten cans of fruits or vegetables and one out of every twelve cans of meat they put up. This goes to the school for maintaining the lunch program. Then...in addition to the cans gotten this way...the school raises and cans some of its own vegetables. Last year...one acre of tomatoes yielded 1000 quarts. Beans, okra and field peas were planted, and in all...the lunch program got 1700 quarts of food from its own gardening.

This year...the community is planning to add to the cannery so that Negroes will have a place to can their food. Already...770 families have registered to use the plant. A homemaker near LaGrange stated that she never had to use her ration points because of the amount of food she preserved at the cannery.

That is only one example of the many fine community canning projects we have here in the South. Perhaps there are some successful ones right in your town. Unfortunately...we do not have enough such canneries to reach every home in every area. Not nearly enough. And now the prospect for building and equipping canneries is very dark.

Of course...the Food Distribution Administration has some equipment which was transferred from the WPA. However...the great increase in production from community canneries will have to be made through streamlining and improving the scheduling in existing plants. Use of the cannery should be planned in advance.

The South...and especially Georgia...has a splendid record in community canning -- a record that means a lot in these days when food is a weapon of war. Our hats are off to the hundreds of communities like LaGrange, Georgia. They're doing their part in the battle of food!

FRESH FOOD ROUND-UP

Tell your homemakers that now's the time to prove their originality in cooking. With early summer vegetables hitting their peak seasons throughout the South, these nutritious foods should be served often -- but in different ways so they don't become monotonous. There are lots of ways to dress up most vegetables and retain their food value too. Take fresh lima beans. They are on most Southern wholesale markets in moderate supply now and should increase by the last of this month or early part of July. They blend well as a side dish with almost any type dinner you serve. Or they can be the main attraction to your dinner. Try them with a tomato sauce, mixed with chopped cooked onions and small bits of bacon or ham or whatever leftover meats you may have. They're good sources of riboflavin and thiamin -- but it won't hurt to add taste value to them as well.

Sweet corn -- which, incidentally, is one of the best buys these days -- lends itself to plenty of variations. Corn on the cob -- simplest preparation of all -- is a Southern favorite. Or stewed fresh corn...it's excellent stuffed in green peppers or bright red tomatoes. And you shouldn't have any trouble getting either of those items. This is the peak season for Vitamin C rich tomatoes and their quality is still increasing. And sweet peppers are rolling in fair supply from Florida. The Georgia crop of sweet peppers should begin soon. But getting back to sweet corn, you know it's an energy food. And don't forget its vitamin content...B₁, riboflavin and C. Yellow varieties of corn also have some Vitamin A value. Corn that stands soon becomes tough and loses its sweet flavor. The sugar changes into starch since the corn ripens even after it's picked. Remind your listeners to pay special attention to the husks when selecting their corn at the market. They should be fresh and green -- and the ear should be well filled with plump, milky kernels.

Beets can always add gayety to an ordinary dinner. Though in light supply on most wholesale markets, they are fairly reasonable this week. Here's a tip on keeping that rich red color. Home economists tell us to leave on the skins, the roots, and part of the stems in cooking. When they're cooked whole, there's no chance for the color to "bleed". And there are lots of ways to serve this vegetable too. You can pickle them for winter or summer. Or chop them in a vegetable salad -- either cooked or raw. Try a simple beet salad garnished with chopped hard-cooked egg. If you slice and cook beets, add a sweet-sour sauce slightly thickened with cornstarch.

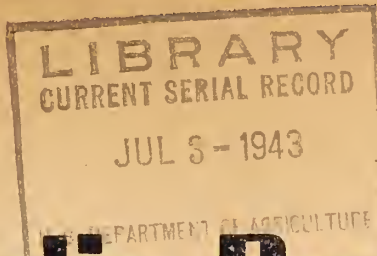
Okra -- nearing it's peak in South Georgia -- is a favorite in many homes but it's not so popular in others despite it's food value as a green vegetable. You might have to sell your family on the idea of okra. If you try it mixed with its best companion vegetable, tomatoes, you shouldn't have any trouble. Or try it as New Orleans gumbo. Okra can stand alone as a tasty dish if you fry it. Use young pods cut cross-wise in pieces about one-half inch thick. Cook in fat for about 10 minutes.

And don't forget snap beans and squash just because they've been plentiful for the past several weeks. They're at a very reasonable price on most wholesale markets. Mix some left over squash in corn bread batter -- it's surprisingly good. And left-over snap beans make an excellent ingredient for a vegetable salad.

Though the spring Florida season is over for citrus fruit, a light volume of oranges is still moving to markets. Vitamin C is necessary in everybody's daily diet -- so get it from oranges while they last. The watermelon season is beginning, but don't look for many treats of this summer favorite. South Georgia's crop is about one-third of its usual quantity -- and Florida's will be less than that, since other crops are more important during wartime. Peaches are still in light supply.

The Fresh Food Round-Up is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

1-942
F3R11A
ep 2



Atlanta, Georgia
June 19, 1943

Radio Round-up

on food...

A Service for Directors
Of Women's Radio Programs

GREEN BEANS GALORE

Broadcasters, tell your listeners to give serious consideration to green beans, snap beans, string beans...whatever you call them...during the next few weeks. Reports indicate that production will be considerably heavier than last year, and it is hoped that consumers will make such good use of them that not a pound will go to waste. The eastern and southern states are sending large quantities of beans to market right now, and will be producing more as the season advances. The midwestern states will join the procession in the near future. Then too, increased market garden production and Victory Gardens will bring about heavy local supplies all over the country. Of course, you'd best check your local market situation first, because in some areas the quality is low and supplies are less abundant.

Suggestions about the food value of green beans, their preparation and service in fresh form, and also about their preservation, should be a tremendous help in bringing about the most effective use of this large crop.

PART OF BEEF SUPPLY RESERVED FOR GOVERNMENT NEEDS

Under Food Distribution Order 28.2, effective June 14, all livestock slaughterers operating under Federal inspection are required to set aside 45 percent of all the steer and heifer beef they produce which meets Army specifications. This beef will be available for purchase only by the Army, Navy, Marine Corps, Coast Guard, and Contract Schools feeding military personnel.

Why not tell your listeners that this percentage actually is less than one-third of the entire production of beef, since only 65 to 70 percent of all beef is produced under Federal Inspection.

US Department of Agriculture
Food Distribution Administration

This order was necessary because the Armed Forces have had considerable difficulty in recent weeks meeting their requirements for beef. Other meats, such as pork, have been used in place of beef, but have not been found as popular or as satisfactory. There's no getting away from the fact that beef is a fighting food...and we know that nobody wants our fighting men to run short of it.

RATIONED OR UNRATIONED

Do you have in your files, or pinned up on your office wall, a list of rationed foods and their unrationed alternates, for ready reference? Tell your listeners frequently that they needn't ever run short of ration stamps if they plan their food-shopping wisely. This is the time of year, certainly, when most families should be able to eat well and spend very few ration stamps.

For instance, in place of the rationed fruit juices in cans or jars, fresh oranges, grapefruit, lemons and tangerines can be used...some of these are available all year around. Don't forget that citrus fruits can be served in several ways, sliced or in sections, or as a salad. And here's a hint about the rind of citrus fruits...cook it with other foods to give a different flavor...remove before serving if desired. Or grind and use it in cakes, puddings, and other desserts in place of flavoring extracts.

In place of vegetable juices, increased quantities of green vegetables can be served...green cabbage, spinach and other greens, string beans, peas, and broccoli are a few of them.

Bottled, canned, dried, and frozen fruits should be saved for emergencies, or for the time when fewer fresh fruits are available. Fresh fruits and berries in season may be used instead. When making applesauce, quarter and cook the apples with the peeling on and strain them, to get the color of the skin and the full food value. Or, if peeling them is more desirable, save the peels and cores and get the benefit of the pectin in juice for jelly.

As for canned and frozen vegetables...it's just a matter of using the same or similar fresh vegetables as they are in season. Don't forget that many fresh greens, such as spinach, kale, and broccoli, can be served raw, in salads, as well as cooked. And, of course, all vegetables should be cooked in a very small amount of water, never over-cooked. If any vegetable liquor is left after cooking, it should be served with the vegetable, or saved for soup.

Which brings us to a consideration of soups...in place of the canned varieties, serve home-made soups whenever possible. Soup stock can be made from the bones of meat, removed before the meat is cooked. Drippings and scrapings from the broiler and roaster also can be used. The latter can be dissolved with a little water. When making a mixed vegetable soup, it's well to cook the vegetables a short time before combining them with the stock, in order to avoid over-cooking the tender ones. Or they can be added to the soup stock at different times.

Beans can be baked at home to save the use of canned beans or pork and beans. A piece of bacon can be baked with beans if pork is not available, or they can be flavored with a bit of grated onion, or a whole onion baked in the center of the pot.

Home-made pickles and relishes will take the place of rationed chili sauce and catsup. Canned sauerkraut might well be replaced by home-made or bulk sauerkraut, or by fresh cabbage.

Instead of spiced fruits in cans or bottles, fresh apples can be spiced at home. Cook them in a thin sugar and water syrup, adding spices, and perhaps a bit of orange peel, for flavor.

Canned baby food, a great convenience to the busy mother, is not irreplaceable, since fresh vegetables and fruits can be mashed or strained at home. Remember, lots of mothers brought up lots of children without the help of commercially prepared baby foods.

Doubtless your listeners will have heard or read some of these suggestions, but it does no harm to repeat good ideas occasionally.

PROTEIN IN BREAD AND CEREALS

Now that bread and cereal products are forming a larger part of our diets, we are becoming more conscious of their food values. Many people, however, still regard them as only carbohydrate or starch foods, and the fact that they furnish protein is too often overlooked. When they are whole grain, enriched, or restored, they also supply minerals and vitamins.

Although it's not very widely realized, six slices of bread furnish approximately 20 grams of protein, about one-third of the daily protein requirement. For instance, if you eat a couple of slices of toast for breakfast, a sandwich for luncheon, and bread pudding for dinner, you will have approximately one-third of your protein requirement for the day. There's one important thing to remember, however...although cereal products are good sources of protein, they must be supplemented with animal protein, such as that found in dairy products, eggs, meat, poultry, or fish. As a general rule, try to have at least one-third of your protein from these animal sources. The addition of bread or cereals to meat loaves, or to stuffing for roasts, chops and hearts, not only makes the meat go farther, but adds calories and protein to that furnished by the meat.

PROGRAM NOTES

Why Red Stamps for Canned Milk

If you've heard inquiries, as we have, as to why the rationing of canned milk has been made a part of the meat and fats rationing program, here's the answer. Canned milk supplies both animal proteins and animal fats. Also, the babies and invalids to whom canned milk is a real necessity are not large consumers of meat, and therefore have more red stamps available for milk.

The Importance of Breakfast

It's pretty generally agreed that a good breakfast is the proper start for a working day. Here's more ammunition for that argument, in case you need it. A survey of the breakfast habits of war plant workers shows that when they omit breakfast, production begins at a low point the first hour in the morning, and there is a sharp decline in efficiency during the forenoon. Then, immediately after lunch, a much higher level of productivity is attained, but there's a sharp decline again during the afternoon. When breakfast is included in the day's meals, the chief improvement in production is during the morning hours. It's interesting to note, however, that when mid-morning and mid-afternoon

orange or grapefruit juice or tomato juice is taken, or milk and sandwiches, production reaches a higher and more uniform rate throughout the day.

You might point out that a lot of war work is being done in offices, stores and other places...including the home...and that a good breakfast will start any worker off on the right foot.

A Bouquet for Substitutes

The Office of War Information has just issued two releases on simplifications and substitutions in consumer goods, which you may have read. One statement made in the second of these releases struck us as being particularly interesting, and we're calling your attention to it.

"Substitution, a word once carrying the stigma of 'something not as good as the original', stands today in the role of a hero to the American household. For to it can be credited a large part of the reason why the household continues to function efficiently and pleasurably in the face of increasing demands on the country's raw materials..."

We know there's a general prejudice against the word "substitute" in connection with food, and you broadcasters who are home economists and nutritionists probably won't adopt it forthwith. We thought all of you might like to consider it from another point of view, however.

PUTTING THE SQUEEZE ON!

That's what we're doing to a great deal of the dehydrated food now being shipped abroad by the War Food Administration. Dehydration alone means a tremendous saving in shipping and storage space, as you know. Compressing the food goes even farther, however. For instance, during May a saving of 20,000 cubic feet of shipping space was made by compressing the dehydrated soup shipped to the Allies under Lend-Lease. The compression of dehydrated eggs resulted in a saving of more than 33,000 cubic feet in the same month. And in case you're trying to visualize the space represented by those 33,000 cubic feet, think of it as 20 average size rooms (12 x 14 feet, with 8 foot ceiling), packed from wall to wall and from floor to ceiling.

And how is this compression accomplished? A food press is used to concentrate the food into blocks...the degree of hardness being determined by the way in which the food reconstitutes after compression. It's possible to press food into bricks literally hard enough to use for building purposes! This food would hardly reconstitute into usable form, however.

Experiments so far have shown that cereal products, cheese, and dehydrated vegetables, fruits, milk and eggs and most adaptable for compression. Large scale activity is expected soon, for Lend-Lease, Red Cross and military use. The Food Distribution Administration is working with the War Department, Agricultural Research Administration, Lend-Lease, and other Government agencies in developing the program.

VARIETY MEATS IN WARTIME MEALS

Since point values of all variety meats are lower and point values of many other meats are higher, variety meats have become more important than ever. Don't be fooled because they are low in point value...variety meats rate high in nutritional value. They are excellent sources of high quality proteins, certain essential minerals such as iron, phosphorus, and copper, and vitamins.

Liver is probably the best known of the variety meats. Many people who think that calf liver is superior to other kinds of liver should realize that pork liver is rich in high quality vitamins -- Vitamin A, thiamine, riboflavin -- and is also an excellent source of iron. Although all kinds of liver have similar high food value there are different methods of cooking for the different varieties. In general, liver is tender and should be cooked at a low temperature to retain its tenderness and best flavor. Calf or lamb liver can be fried or broiled, while it is best to braise beef or pork liver. If there is any left over, you might grind it and make into bacon-wrapped patties, dumplings, liver loaf, or sandwich spread.

Hearts are muscular organs and need longer cooking than livers. Of all the hearts beef is the largest and requires long slow cooking. They may be cooked in water or braised. Before braising they may be stuffed with a savory bread dressing for additional flavor.

Kidneys are considered a delicacy by many people. Veal, lamb, and pork kidneys are delicious when broiled. Beef kidneys should be cooked in water or braised. Marinating in well-seasoned French dressing improves the flavor.

Sweetbreads are quite tender and delicate. If they are to be kept long they should be pre-cooked and kept in the refrigerator until ready for use. If they are to be used immediately, however, they can be either braised or fried.

Tongue is available in several forms. Beef and calf tongue are usually sold fresh, but pork and lamb tongue are usually sold in a ready-to-serve form -- pickled, corned, or smoked. Fresh tongue should be simmered for about 3 or 4 hours. Prepared tongue may be sliced and served cold, or reheated in a spicy sauce.

Brains, like sweetbreads are very tender and delicate. They can be pre-cooked and then used later. Scrambled with eggs, diced in omelet, heated in well-seasoned sauce, and in salads are some of the best known ways to serve them.

Although tripe is always partly cooked when you buy it, it still needs additional cooking. Fresh tripe should be simmered for about an hour. Pickled tripe needs to be soaked in water about 15 minutes before cooking. Tripe can be dipped in fritter batter and fried in deep fat, creamed, or used as an ingredient in pepper pot soup.

Oxtails require long slow cooking in moist heat. They may be simmered in water or braised.

A good slogan for you broadcasters to adopt might be..."Variety meats for variety in summer meals".

THEY COULD HAVE BEEN AVOIDED!

Illness accounted for the loss of $5\frac{1}{2}$ days of working time per year per employee in a typical cross section of American industry studied by experts of the Industrial Hygiene Foundation, collaborating with the U. S. Public Health Service. Many of those millions of days of absenteeism could have been avoided if the workers had eaten the right kinds and the right quantities of food. We're not talking about meat and potatoes -- on that kind of a diet people can literally starve to death. Every occasion you broadcasters take to remind listeners about correct food habits will be a blow against the Axis and in aid of Victory.

MORE ABOUT THE BASIC SEVEN

You know about the new grouping of important foods into seven basic groups... we've mentioned the Basic Seven in ROUNDUP before, of course. We're glad to tell you now that the new poster for use in retail stores is being printed, and is about ready for distribution. In order to make these seven food groups easy to remember, a color has been assigned to each, and the design on the poster representing these groups is divided into the seven colors. You broadcasters can do a lot to help homemakers realize the importance of these basic food groups by talking about them often, and by telling them to look for this new poster, with its slogan "U.S. Needs Us Strong -- Eat the Basic Seven Every Day".

<u>Number</u>	<u>Color</u>	<u>Foods</u>
One	Green	Green and yellow vegetables
Two	Orange	Oranges, tomatoes, grapefruit
Three	Blue	Potatoes, and other fruits and vegetables.
Four	White	Milk and milk products
Five	Red	Meat, poultry, fish or eggs
Six	Brown	Bread, flour, and cereals
Seven	Yellow	Butter and fortified margarine

The distribution of the Basic Seven posters will be handled by FDA's Regional Offices and the State Nutrition Committees.

RATION REMINDER

For handy reference, here are the expiration dates for ration coupons:

- June 20: Red coupon N for meat rationing becomes valid.
- June 27: Red coupon P for meat rationing becomes valid.
- June 30: Coupons J, K, L, M and N for meat rationing expires.
- June 30: Coffee coupon 24 expires.
- July 7 : Coupons K, L and M for processed foods rationing expire.
Coupons 15 and 16 in War Ration Book 1 are good for 5 pounds of sugar for canning purposes only, through October 31.

FRESH FOOD ROUND-UP

June is a proud month in the vegetable kingdom. Tell your homemakers that it's the peak season for getting their vitamins where they should -- from fresh foods.

Take sweet corn -- it's an all-round favorite, no matter what the size of your budget, and generally speaking, it's of excellent quality this year. The juicy kernels are in good supply on most wholesale markets, at a very reasonable price. Though the Alabama and Florida crops are declining...the Georgia season is near its peak. Sweet corn is more than an energy food...it's excellent for Vitamin B₁, and contains fair amounts of C and G. The yellow variety also has Vitamin A.

Crowder peas are coming into their own this year...not only because of their tastiness -- and their food value...but because they're an excellent alternate for meats. They're rolling into markets in moderate supply from about all sections of the South, although the price is a little higher this week than last. They're good sources of the Vitamin B complex.

Tomatoes are another vitamin-rich vegetable hitting top form this month. The supply is liberal...the quality very good. And as the season declines in Florida and South Carolina, Mississippi and South Georgia tomato crops are approaching their peaks. And with Texas shipping plenty you should find steady supplies on your markets. The price of tomatoes is holding higher than many vegetables due to heavy demand. They're one of the best sources of Vitamin C now that the Florida citrus season is about over.

Georgia and Florida truck farms are shipping out moderate supplies of okra these days. Okra's principal claim to fame in the nutritive field is its Vitamin A content. Carrots, another Vitamin A source, are coming in from the West in fair supply...and are of good quality. This salad favorite is also a good source of thiamine and riboflavin.

The supply of lima beans is expected to increase in the next few weeks. They're already coming from most Southern States in liberal supply -- at reasonable price and of good quality. They contain both riboflavin and thiamine. Texas and the States farther West are shipping in light supplies of good-quality beets. These add some Vitamin B₁ and G but their principal value to your dinner will be in their appetizing appearance. And anything that makes us enjoy eating fresh vegetables shouldn't be overlooked.

Squash is another vegetable that is at its best in June. The supply is still good and the price reasonable. Squash will help provide your daily quota of Vitamin A and thiamine.

Cooling summer salads need a bit of peppering up to keep them from being too mild in taste. And cucumbers, Bermuda onions, and sweet peppers can be found in light to moderate supply on most Southern markets these days. They all have their own vitamin value...and a definite value as appetizers. There'll be scattered light shipments of cucumbers for most of the summer. North Texas Bermuda onions are nearing their peak, and there are scattered shipments from Georgia.

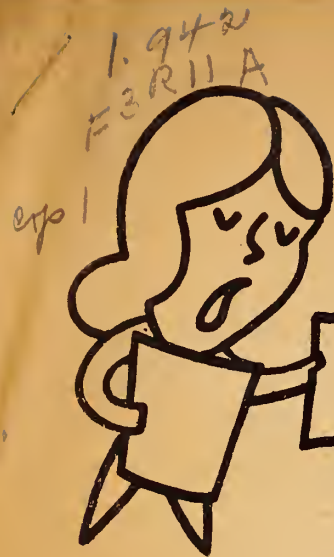
Cantaloupe's your best bet in the fruit line...and fruit means Vitamin C. There's nothing better for a hot weather breakfast than cold cantaloupe. The supply is fairly liberal...and it is increasing rapidly from South Georgia. There are a

few shipments from the far West. Though high in price, this fruit should be within the limits of anyone's purse in a week or two. This season's crop is of good quality.

The supply of peaches, though much smaller than in other recent years is gradually increasing. The Florida watermelon season is about as heavy as it will get this year so you might as well serve this picnic favorite now. They'll start moving from Georgia fields soon. And...despite the virtual end of the Florida citrus season, oranges are in fairly liberal supply on most markets, with more oranges than usual for this time of the year.

Here's the way it all rounds up: Carrots, okra, and squash for Vitamin A; corn, crowder peas, and lima beans for the Vitamin B complex and tomatoes and fruits for Vitamin C. Most of us can get our Vitamin D from the sun these days...so there's no excuse for people in the South not getting plenty of vitamins these days!

The Fresh Food Round-Up is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.



Atlanta, Georgia
June 26, 1943

Radio Round-up

on food...

A Service for Directors
Of Women's Radio Programs

FISH...IMPORTANT PROTEIN FOOD

In pre-war times, Friday was traditionally fish-day. Now, under wartime meat rationing, the demand for fish is so great that every day might be fish-day. Women have learned that the protein content of fish makes it a satisfactory alternate to meat...and fish makes the ration coupons go farther. Halibut, for instance, contains nearly as much protein as lean beef, and it doesn't cost a single red stamp! Under the present rationing of meat proteins, and in view of food needs of armed forces of the United States now and in future campaigns, civilians can further aid the war effort by adjusting their eating habits to available supplies of other protein foods. And that includes fish, of course.

Although the amount of fresh fish available to civilians is expected to be nearly the same as last year, the amount of canned fish probably will not be more than half of normal, due to Government requirements. Even though the bulk of fish production has been kept within our own borders for civilian feeding, substantial purchases have been made for the armed forces, so it's clear that fish is playing an important role in the war.

The production of fresh fish and shellfish has declined in certain areas, but it has been maintained at the pre-war level in most localities. You might well advise listeners to use all the fish that's available in their particular area, as this will help to save labor and transportation costs. Give them information about all available varieties of fish...the less-known as well as the familiar kinds. Suggested ways of preparation will help to guard against any possible waste. Remember...we're fighting a war against waste as well as one against the Axis.

CHANGES IN THE BREAD ORDER

Amendment 4 to Food Distribution Order No. 1, the Bread Order, makes several revisions, most of which affect the baking industry more than the consumer.

US Department of Agriculture
Food Distribution Administration

One particularly interesting change is the tightening of the restriction against "consignment selling" of bakery products. This is a major provision of the original order, but under it the baker alone was held liable. Now the grocer or dealer is equally responsible with the baker for the illegal continuation of the practice of accepting the return of bread unsold by the retailer. As you know, the reason for prohibiting this was that it often meant the diversion of food for humans into livestock feed, and sometimes even resulted in total waste.

This revision of the bread order permits bakers to use greater quantities of sugars and shortening, removes the minimum milk requirements in white pan bread, but retains the maximum. There is no change in the provision for enrichment of all white bread, however...it is still required.

ENRICHED IS THE WORD FOR IT

Tell your listeners to look for the word "ENRICHED" when they're buying flour. The importance of enriched bakery products is indicated by the Government's provision in the Bread-Order that all white bread must be enriched. The bread, biscuits, and other things baked at home, however, may fall short of the proper nutritional standards if enriched flour is not used in their preparation. Some flour millers are still making un-enriched flour...about 25% of the flour on the market is not enriched...and since this plain flour costs a few pennies less than the other it's likely to be more attractive to the lower-income families. It's rather ironic that those who have less money to spend should be thus penalized nutritionally.

If all consumers are made to realize the value of enriched flour, so that they demand it when they're marketing, there will be little incentive for millers to continue turning out even a small proportion of unenriched flour. Reference to the Question and Answer story on Enriched Bread and Flour in Radio Round-UP for May 29th will give you plenty of ammunition.

Enriched flour seems less popular with Southern homemakers than in other sections of the country. There is still some belief that enriched bread means that it is fattening. There is absolutely no basis for this, of course. The "enrichment" consists entirely of vitamins, and it won't do any harm to keep reminding listeners that these vitamins are a tremendous aid to good health but do not add one iota to the caloric content. Some nutritionists say that enrichment of bread was one of the most forward steps in eating for the past decade.

South Carolina was the first state to require that all flour, as well as bread, be enriched. The bill has been introduced in other states, also, and the idea is getting consideration in many parts of the country.

MAKE THE MOST OF MILK

Watch for developments in the milk situation...in many sections of the country something must be done to reconcile the supply and demand, which are far from equal, as you know. T. G. Stitts, Chief of the War Food Administration's Dairy and Poultry Branch pointed this out when he spoke early in the month at an 8-State dairy conference in California. He stated that fluid milk consumption is at an all-time high, and outlined several methods by which consumption might be controlled, namely: by restricting transportation; by eliminating cream and its by-products; by rationing on a coupon basis; by allocating milk to dealers or to markets.

Don't ever forget the importance of milk and dairy products as fighting foods... say everything you can to impress upon your listeners the necessity for their careful use and conservation.

A HINT ABOUT HONEY

Here's a suggestion about the use of honey in home-canning, from a honey expert of the War Food Administration. As you know, honey is one of the sugar-stretchers recommended. Be sure to get a mild-flavored honey, however, or it may change the flavor of the fruit you're preserving. In fact, it's a good idea to experiment with a small quantity of fruit first, and find out the family's reaction. Certain fruits, such as peaches and plums, acquire a different taste when they're preserved with a honey syrup. It's also been noted that strawberries lose some of their bright red color when honey is used in preserving. Experiment with the proportions of honey and sugar to be used in the syrup too...up to 50% honey will be found satisfactory. These are the days when the homemaker must be prepared for a bit of adventuring in her own kitchen...the honey-trail should be a pleasant one to follow!

WHAT'S IN GREEN BEANS?

Apropos of last week's story about green beans coming into heavy supply all over the country, why don't you remind your listeners that they can get more servings out of a pound of snap beans than from any other green vegetable. Aside from the fact that they taste just fine, green beans are rich in food value too. They supply the ABC's of vitamins, and we mean that literally... as well as protein, iron, phosphorus, and calcium. It's a smart meal - planner who snaps up the snap beans, serves 'em often, and cans a good many for next winter.

CANNING THE VICTORY CROP

And speaking of canning, watch for showings in your vicinity of the interesting movie "Canning the Victory Crop", a full-color sound-film which demonstrates the canning methods approved by home economists of the War Food Administration. Most of the picture was filmed in the Good Housekeeping kitchens, and the commentary is by Frank Singiser, well-known news commentator. The audience which saw the preview in Washington was much impressed and it is believed that various groups all over the country will find it helpful. It is being offered to department stores, industrial concerns, public utilities, Victory Garden Clubs, Women's Clubs, canning schools and other organized adult groups. The film does not contain advertising material of any sort.

OF CABBAGE AND KINGS

Cabbage is usually regarded as the poor man's dish. Maggie won't let Jiggs have it in the house -- perhaps because the tell-tale odor of over-cooked cabbage is a "sore thumb" in apartment buildings or when unexpected visitors arrive.

But it needn't be that way. And if the poor man gets all the cabbage, he is the gainer. For cabbage is one of only three or four vegetables that has every vitamin except D, as well as a good share of calories, and protein and minerals. And to anyone who has really given it a try, it has a succulence and flavor that is hard to beat.

Cabbage won't be quite as plentiful this year as last, although the intermediate and late crops should help make up for lighter production of the early varieties. In the next few weeks there should be good stacks of cabbage on the grocery counters, however, and the quality promises to be excellent. We'll be counting on you broadcasters to make it the most popular dish of the summer, because no family should deprive itself of the health and enjoyment that is contained in those juicy cabbage leaves.

Next to potatoes, cabbage is our most widely consumed vegetable. It was probably first cultivated in Germany and was slow to be accepted in England, although it is now widely eaten. The Ministry of Food has encouraged the English people to grow large quantities of cabbage and to eat it twice a day for the Vitamin C content -- which is recommendation enough for the vegetable, in light of Great Britain's tight situation on all foods.

Cabbage is one of the very few foods specifically named in The Basic Seven. With oranges, grapefruit and greens, it holds an important position for several reasons. Vitamin C can't be stored in the body, which means that we should get some of it every day. Since the citrus fruits are out of season in the summer, all of us ought to have cabbage, leaf lettuce, or one of the other greens each day. The greens don't have all the other vitamins or nearly as much caloric, protein or mineral content -- which makes cabbage king for the summer.

Serve it raw as much as possible, to get the most from the vitamins and minerals it offers. Some of the foods that will add to the flavor of a cabbage salad are apples, raisins, dates, carrots, fresh pineapple, celery, grapes, tomatoes, green peppers, prunes, spinach, cucumbers, or hard-boiled eggs. If you cook cabbage first take off the outer leaves (which have the most Vitamin A) for your salad and boil the rest from six to nine minutes -- just until it's tender. Result: little odor and a milder flavor.

Tell Jiggs and his friends they needn't sneak off to have their cabbage behind closed doors this year -- even if they do have a hard time finding the corned beef to go with it! It's patriotic to eat cabbage -- patriotic, healthful, and mighty enjoyable!

THE CROPS ARE ROLLING IN

The U. S. Crop Corps is on the offensive. This volunteer army, of 3½ million recruits from all walks of life...is piling up production records that should make their country proud. They're in the fields and in the canning plants working...producing food...harvesting food...preserving food. They're earning their service stripes out behind the tractors...between the rows...and in the dairy barns...so America can eat.

Up in Sumner county, Tennessee, more than 3 thousand extra workers -- school children, women, businessmen -- from 7 nearby counties joined 2 thousand local pickers in late May to save a million-gallon strawberry crop from threatened rain. Three days of rain at the height of the picking season, along with a shortage of workers, brought on the crisis. The county extension agent and the U. S. Employment Service mobilized the workers and helped arrange for transportation. Truck after truck unloaded 20, 40, or more workers at the proper fields, where they went to work according to previously laid plans. Sixty-three 4-H Club boys came in from Davidson County. Cheatham County sent 72 home demonstration club members and 150 4-H-ers. Robertson County sent

700 workers; Wilson County, 50. About 35 thousand man-days of labor saved the crop.

In Alabama, 481 non-farm high school boys from 20 towns started work about May 1 helping harvest and pack Baldwin County's 5 thousand-car Irish potato crop. They worked nearly 6 weeks. The Alabama Extension Service reports the boys did an excellent job, and both boys and farmers were pleased. Sailors from a nearby Naval base also helped out. Baldwin County farmers with their potato crop...working in the fields during liberty hours and leaves. These boys...many of them from farms all over the country...couldn't stand by and see a crop lost.

A labor crisis was met in Monroe County, Tennessee, when a 600-acre crop of peas was harvested early in June by labor-swapping among neighbors...and by the help of city people...4-H Club members...and 50 men in 4-F draft classification, who had farm experience.

In Georgia, 4-H Club members are busy in their campaign to grow enough food this summer to fill the 10,000-ton Liberty ship they have already purchased with their war bonds. This means almost 10,000 tons of food. The goal of the 4-H boys and girls in each county is to produce enough food to feed the service men from that county for one year.

Recently more than 19 hundred workers were recruited from southeastern Kentucky, where the average annual farm income is about \$60 a year. The Department of Agriculture moved them to labor-short dairy and general farms in Ohio, Pennsylvania, New York, New Jersey, Vermont, New Hampshire, Massachusetts, and other northeastern States, to work as year-round hired hands. The majority of them received "brush-up" courses in up-to-date farming methods before being placed on the more intensive farms where their labors would produce greater returns of Food-for-Freedom.

And so it is down the line. Americans all, we are showing the Axis that we know we have something to fight for -- and are willing to expend every ounce of energy in the battle.

There's no more important job for you broadcasters on the food front than to do a little recruiting for the U. S. Crop Corps. Workers are needed on farms and in canning plants -- full time and part time. Ask the U. S. Employment Service or county agent about local needs. Radio can claim a large share of credit for the splendid spirit of the volunteer groups last year...especially in those cities which closed up business to harvest the crops. If that same spirit is prevalent this year, we know it will be largely the results of your efforts -- and we are counting on you!

RATION REMINDER

For handy reference, here are the expiration dates for ration coupons:

June 27--Red coupon P for meat rationing becomes valid.

June 30--Coupons J, K, L, M and N for meat rationing expire.

June 30--Coffee coupon No. 24 expires.

July 7 -- Coupons K, L and M for processed food rationing expire.

August 15 Sugar coupon No. 13 expires.

October 31 Coupons 15 and 16 in War Ration Book 1 for canning sugar-expire.

It's interesting to note that there is no Red Stamp "O" because of possible confusion with the cipher. Stamp P, which became valid on June 27, will remain usable throughout the month of July. For the coming month, OPA has announced that Q red coupons will become valid July 4; R red coupons on July 11, and S red coupons on July 18. All of them, as well as red stamp P, will expire July 31.

IT HITS THE SPOT!

The following is from the column of Ralph McGill, well-known Southern editor who also is a radio personality. Written for Atlanta and Georgia folks, it hits the spot for all Southern homemakers -- and the men, too, for we've heard a lot lately about the awkward sex getting out into the kitchen to don a canner's apron!

:
: Wise is the housewife who remembers the slogan "Go to the ant, thou
: sluggard," and who therefore cans food at home or goes to the neigh-
: borhood cannery. Wise is the housewife who has lived always on a
: plane where food appeared on the table, planned, bought and cooked by
: someone else, who now takes her kitchen help out to Tom Linder's
: cannery and snapsbeans, washes greens, cuts and washes cabbage to go
: into the shining cans that slide down the line to be topped and cook-
: ed and cooled.
:
: There will be no hunger because of food shortages in Georgia this
: winter. There may be a shortage of milk in some of the cities, nota-
: bly New York. But there will be a lack of variety and a lack of
: quantity. The housewife whose kitchen or closet shelves holds 300 to
: 500 cans of food will have no worry this winter. (For families of
: five and six more cans are needed.)
:
: We are feeding a large part of the world and it is well to recall
: that we are feeding these people because we want them to keep fight-
: ing on our side in a war that is being won. We are not feeding them
: for any other good reason, humanity being the second reason but a
: good second.
:
: Food is a weapon and we are using it as a weapon.
:
: Let us not swear because American food is going to Russia, to China,
: to England and to the Army. Let us not forget that one well-packed ship
: sunk by Jap or German submarines or bombs means the loss of produce
: from several farms. The total annual product of more than 100 farms
: can go into one good-sized ship.
:
: Much of our food is lost at sea. Much of it is destroyed by enemy
: bombings of food dumps and supply trains.
:
: Let us remember that war wastes everything. It is not possible to
: run an economical war. Much of our food is sunk, bombed, burned,
: ruined, captured, lost.
:
:

- 7 -
HELP!! HELP!

The potato famine is definitely over. Reports from all parts of the country indicate that the situation is completely reversed and we now have plenty of potatoes...more than enough if we don't use them up promptly.

It's nobody's fault that only a few weeks ago homemakers were crying for "spuds" and now there is a surplus...unless Old Man Weather can be blamed. We told you in the March 20 ROUNDUP that it was just a matter of waiting until the new crop started rolling in volume. The situation was slightly complicated by a delay in the North Carolina potato crop...which throws it in with a heavy Virginia crop...but there wasn't much question but that sooner or later we would have all the potatoes we need...or want. You see...potato plantings for the entire country were 13.6 higher than last year...and what goes down must come up!

Anyway...we need the help of you broadcasters. These new potatoes are not well suited for home canning...and this isn't the right time of the year to store them. Therefore, it's a matter of eating 'em to save 'em.

Let's not waste a single potato. Hunt up all the potato recipes you can find, and suggest as many uses as possible to your listeners. Remember that there are such things as meat pie with potato crust, cream of potato soup, cheese potatoes, stuffed potatoes, egg stuffed baked potatoes, or potato and left-over meat casserole.

You won't have to worry about potatoes being short for the balance of this year...at any rate. Right now potatoes are going into markets all over the country...from North Carolina, Virginia, Oklahoma, Arkansas, Missouri, Kansas, and California. Plenty more will soon be harvested from Victory Gardens...so...

LET'S PROMOTE POTATOES!

(Incidentally...when you have an opportunity to slip in a word to farmers and Victory Gardeners, urge them to leave the potatoes in the ground until they are fully matured. No use in digging potatoes which won't store properly when there are plenty of new potatoes on the markets.)

ANCHORS AWAY!

After the item on "The Crops Are Rolling In" on page 5 and 6 of this ROUNDUP was written, we heard of another striking incident which concerns volunteer farm workers. The men who go down to the sea in ships went down to the farm in busses at Princess Anne County, near Norfolk, yesterday (June 25). Two hundred sailors stationed at the Naval base there answered Governor Darden's call for volunteers and spent four hours bringing in the first of that county's potatoes. They only worked four hours, because digging must be suspended before noon, until midafternoon, as potatoes quickly scorch beneath the full sun. But they were planning to be back Saturday morning, when this is being written, for another session.

"They really did a swell job," declared Mrs. Albert V. Crosby, president of the State Federation of Garden Clubs and originator of the sailor-harvesting plan. And H. W. Ozlin, who as farm agent is starting into his 26th season of Princess Anne potato digging, was in full agreement.

How can we civilians fail to do our share, with such examples?

FRESH FOOD ROUNDUP

No need to worry much about a beef shortage these days with a dozen or more nutritious vegetables on the market. A little meat will go a long way when the protein and calories of such items as Irish potatoes, snap beans, and cabbage are available.

The potato famine is over...as you'll note from another story in this ROUNDUP. It may take another day or two to have them in volume, but they're really coming. The early snap bean crop is almost over, but the intermediate crop is coming in from North Carolina, Tennessee, and Virginia in a few weeks. And cabbage -- well...the "second season" is just beginning and we'll have 'em in volume during July, August, and September.

Eggplant...on the other hand...is comparatively new on the markets these days. Though still in light supply...and relatively high priced in comparison with other vegetables already at their peak...the quality is generally good. It's just beginning to come in from Florida truck farms. Watch supplies increase in the next few weeks. Southerners cook it half a dozen different ways...so don't worry about monotony. Quickest method is to fry eggplant in deep or shallow fat...it will add a distinctive taste to the rest of your dinner. Eggplant scalloped with tomatoes...green pepper and onions for added flavor...is a specialty. Broiled eggplant sprinkled with grated cheese is a popular dish. Here's a practical note...in selecting your eggplant...get one that 's firm with a dark color and no blemishes. One weighing about two pounds will serve five to six persons.

Ripe, red tomatoes of excellent quality are still in good supply on most Southern markets. They're a "must" if citrus fruit or cabbage is not available...to supply your daily quota of Vitamin C. While tomatoes are plentiful...make your own tomato juice for breakfast or as a dinner appetizer. Use large ripe tomatoes...wash and chop them...then put them through a fine sieve to extract the juice. Chopped raw onion and finely grated green pepper will give the drink added zest.

Those green peppers and onions...so necessary for added seasoning in many dishes...are both in light supply these days...but there should be enough to get what you need. Bermudas and Crystal white wax onions are coming in from Texas and California. The Georgia onion season has just about ended. Green peppers are being shipped in small lots from Florida and South Georgia. Hot weather has taken its toll of lima beans, reducing the supply in many localities...although in others the peak season is just being reached.

Sweet corn, crowder peas, and squash...the most plentiful crops in the past few weeks...are still holding their own in heavy to moderate quantity throughout the greater part of the South. Serve them often before their season declines. They're all nutritious...and can be served in a variety of ways. Crowder peas are excellent meat alternates, whether prepared in a bean loaf, a vegetable salad or as a vegetable dish. Corn is equally good...whether served on the cob, stewed, or as stuffing for tomatoes. Squash is good as a stuffing too. Cucumbers remain high in price and their season is about over...so get them now if you plan to make pickles.

Cantaloupes are still your best bet in the fruit line. The supply is moderate...and the quality of Georgia cantaloupes good...though the price remains high. Peaches are of only fair quality this year...and they'll probably be scarce and expensive throughout the season...so you might as well get some now if you plan to spice and can them. Watermelon is in fair supply at high prices.

The Fresh Food Round-Up is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.